1. **CALL TO ORDER**  
   Call to Order – 12:34 PM

2. **TERRITORIAL ACKNOWLEDGMENT**  
   We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

3. **ROLL CALL OF ATTENDANCE**  
3.1 **Committee Composition**  
   Vice President External Relations (Chair)................................. Christine Dyson  
   President (Ex-officio)................................................................ Larissa Chen  
   Vice President University Relations ......................................... Arr Farah  
   Board of Directors Representative ......................................... Blossom Malhan  
   Board of Directors Representative ......................................... Prab Bassi  
   Board of Directors Representative ......................................... Raajan Garcha  
   Student At-Large .................................................................... Kiran Binning  
   Student At Large ...................................................................... Natalia Gretskaia  
   Student At Large ...................................................................... Darien Lechner  
   Student At Large ...................................................................... Vacant  
   Student At-Large ...................................................................... Aarushi Sharma  
   Student At-Large ...................................................................... Erwin Kwok  

3.2 **Society Staff**  
   Campaigns, Research and Policy Coordinator .......................... Pierre Cassidy  
   Administrative Assistant .......................................................... Zoya Nari

3.3 **Regrets**  
   Board of Directors Representative ......................................... Raajan Garcha

4. **RATIFICATION OF REGRETS**  
4.1 **MOTION ADV 2017-03-08:01**  
   Aarushi/Arr  
   Be it resolved to ratify regrets from Raajan Garcha.  
   **CARRIED**

   *Prab Bassi arrived at 12:36 PM*

5. **ADOPTION OF THE AGENDA**  
5.1 **MOTION ADV 2017-03-08:02**  
   Arr/Erwin  
   Be it resolved to adopt the agenda as presented.  
   Add under discussion: Study Space Campaign as 9.2
6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION ADV 2017-03-08:03
Prab/Blossom

Be it resolved to receive and file the following minutes:

- AdvocacyCommittee 2017-02-22.docx

Abstention: Arr Farah

CARRIED

7. COMMITTEE MEMBER UPDATES

8. NEW BUSINESS

8.1 MOTION ADV 2017-03-08:04
Arr/Prab

Be it resolved to approve the Mental Health Resources Initiative proposal for up to $600 from line item 820/20.

CARRIED

- Proposal for Wellness Wednesday that is to occur during appreciation week
- Approximately $320 has been allocated for cups of tea that is to be handed out
- Printed cards will be available with non-SFU based information resources on the front and space for doodling on the back
- Additional funds to be allocated for extra tabling if required

8.2 MOTION ADV 2017-03-08:05
Blossom/Prab

Be it resolved to approve the Tank Farm Awareness Rally Proposal for up to $1,750 from line item 820/20.

CARRIED

- Rally to possibly be hosted on Wednesday, April 5th
- SFU may assist in planning the safety component of the event
- Embark may assist with the rally and promotions
- GSS is also interested in participating after campaign is approved
- $1,000 allocated for safety as a precaution, $150 for posters, $50 for stationary, and $500 for tank farm letters
- Committee is currently working on getting more letters signed
- An option to possibly have speeches during the rally by individuals who work, study, and live in the tank farm locations
- May possibly send an invitation to external groups to increase the possibility of media involvement

9. DISCUSSION ITEMS

9.1 Active Bystander Training
• Sexual assault training to occur next Wednesday during the meeting time frame, however no certification is currently being provided
• Committee to possibly create a survey for feedback of improvement to see if training is suitable for other student groups

9.2 Study Space Campaign
• Campaign to possibly execute a social media campaign contest for study spaces
  ○ Feedback from students on study spaces features and why they like the space to be considered for possible space expansion or improvements
• Proposal to be written after committee approves the campaign
• Coffee drive suggested to be incorporated in the campaign

10. ATTACHMENTS
• Mental Health Resources Initiative.pdf
• SFSSTankFarmAwarenessRallyProposal.pdf

11. ADJOURNMENT
MOTION ADV 2017-03-08:05
Arr/Natalia

Be it resolved to adjourn the meeting at 1:07 PM.
CARRIED
Overview of campaign

The purpose of this initiative is to highlight additional resources available to students, aside from health and counselling services.

Objective: To spread awareness about additional resources for receiving mental health support.

Desired outcome: Students have information regarding mental health and how to access resources. Students also have the opportunity to alleviate some mild stress through activities provided by the committee.

Date: March 22nd

Campaign goals

1) Spread awareness about additional mental health resources available off campus

Implementation

- Informational card outlining additional resources available to students

2) Provide a stress alleviating activity for students

- Students will have the opportunity to have a cup of tea and colour on the front/back of their informational cards while talking with committee members

Outreach Plan

In person outreach:

- Tabling at the ‘Wellness Wednesday event’ for appreciation week

Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Quantity</th>
<th>Cost per Student</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Cards</td>
<td>$0.30 per card</td>
<td>500</td>
<td>$0.30</td>
<td>$150</td>
</tr>
<tr>
<td>Tea</td>
<td>$1.25 per cup</td>
<td>250</td>
<td>$1.25 per cup</td>
<td>$320</td>
</tr>
<tr>
<td>Table at event</td>
<td>$30</td>
<td>1</td>
<td></td>
<td>$30</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>resource requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Table Cloths - SFSS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● SFSS advocacy t-shirts (for those tabling)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Pens/Colouring materials</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Staff Requirements**

- Communications department - Designing info card
- Copy Centre - printing cards
SFSS TANK FARM AWARENESS RALLY

Prepared by:
Christine Dyson, VP External Relations
Larissa Chen, SFSS President

Overview of the Initiative:

The purpose of the SFSS Tank Farm Awareness Rally is to raise awareness of the Kinder Morgan Tank Farm Expansion plans, recently approved by the Canadian federal government. The key priority is to draw attention towards the exact location of where this expansion is aimed to take place (crossroads between Gaglardi and University Way, nearby the SFU sign). This event is aimed to be organized in partnership with UniverCity (the “Highlands”) and SFU faculty members.

The focus of the rally is the tank farm expansion and will not be inclusive of the Kinder Morgan pipeline discussion.

Objective:
To spread awareness about the Tank Farm expansions exact location and bring the University community together regarding this issue.

Logistics:

Date & Time
Potential dates: Wednesday April 5th
Friday April 7th (Last day of classes)

Schedule
2:00PM    Committee sets up
2:30PM    Gathering in common area, preparing posters.
3:00PM    Sign-in begins.
3:30PM    Statements re: the focus of the rally.
3:40PM    March begins.
4:00PM    Arrival at location.
4:45PM    Rally wraps up.

Rally Location
SFU Burnaby, by SFU sign.

Route
UniverCity residents will march from the UniverCity side of campus (Sign-in at Cornerstone). SFU students will march from Freedom Square. Both groups will meet in the middle (by the SFU sign), where the rally will take place. People will be situated at the 4 corners of the intersection, on the sidewalk. Participants will receive information, map and details at each respective location’s sign-in desk.
Partnerships
SFU UniverCity community
SFU Faculty Association & faculty members
SFU students
Embark
GSS
SFU350

Security
This event will require security on-site as to protect participants, given that this is a traffic-heavy route.

Volunteers
Guides for the walk (6-8)
Sign-makers (5)
Photographers (3)

Outreach Plan:

Posters & handouts
Design pamphlets with information/route. Design posters, which will be posted in glass cases on campus.

Digital media
Facebook
- Event: SFSS Tank Farm Awareness Rally 2017
- Promotions on main SFSS page

Instagram
- Short videos posted in location on day of
- Graphics developed regarding event details

SFSS Website
- Upload route and details onto designated link, with Facebook event link attached

Hashtag
- #KMmovethetankfarm
- #KeepSFUsafe

Videos
- Highlight the potential risks, purpose of event and call-to-action to join Advocacy letter campaign and/or attend rally

Presentation at Council

Emails
Emails will be sent out to the Student Union Office and General Office mailing list

External
Other groups that we will be reaching out to for partnership will be SFU UniverCity (the “Highlands”), SFU Faculty Association, Embark, GSS, SFU 350, Cornerstone businesses and environmental student groups.

**METRICS**

Number of attendees (measured by event sign-in, online RSVP, Facebook attendees)
Number of hashtags utilized on various social media
Numbers of letters signed, as part of Advocacy campaign
Number of volunteers

**BUDGET:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Quantity</th>
<th>Cost per Student</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>$1000</td>
<td>TBD</td>
<td></td>
<td>$1000</td>
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<tr>
<td>Sign making materials</td>
<td>$150</td>
<td>100-200 posters</td>
<td>$1.50 per student</td>
<td>$150</td>
</tr>
<tr>
<td>Markers/Paints</td>
<td>$50</td>
<td></td>
<td>$0.75 per student</td>
<td>$75</td>
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<tr>
<td>Posters</td>
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<td>50 posters</td>
<td></td>
<td>$25</td>
</tr>
<tr>
<td>Tank Farm Letters</td>
<td>$150</td>
<td>500</td>
<td>$0.30</td>
<td>$150</td>
</tr>
<tr>
<td>Info Cards</td>
<td>$0.70 per sheet (4 cards per sheet)</td>
<td>250 Sheets (1000 pamphlets)</td>
<td>$0.18</td>
<td>$175</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
<td></td>
<td>$200</td>
</tr>
<tr>
<td><strong>Entire Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$1,750</strong></td>
</tr>
</tbody>
</table>

**Resource Requirements**

- Room Bookings
- Sign Making Materials
- Pamphlets

**Staff Requirements**

- Communications department
- Copy Centre

**Tasks**

Confirm security
Reach out to respective stakeholders
Callout for volunteers, via Google Forms
Purchase materials for posters and signage
Submit SFSS Communications Work Order Form to create Facebook event, pamphlet and poster graphics, social media promotions calendar, website information and prepare speaking points