



CAN Human Rights Table

April 28, 2015

Minutes of Meeting

Present

Ana Hoepfner
* Barb Payette

Bill Patrick
Rob M.**

Regrets

Annelies VanderLaan
Annie Vanderleek
* Anuya Pai (co-chair)
Barry Lindemann

Blythe Gunn
Cath Petrinack
Kimberley Matthews
Loree Clark

Mary Fran Stoll
Mary-Rose Salvani
Mezaun Lakha-Evin
Vivian Lee

* Meeting was chaired by Barb Payette; Anuya was unable to attend.

** Rob advised that he participates anonymously (hence, no last name)

Call to order: 1:35 PM

	Item	Action
1.	Review of previous minutes	
2.	Grant – Kim (Submitted or pending?)	Kim to email Barb an update
3.	<p>Committee recruitment to be the focus for the next months, to add to our existing committee members who regularly participate</p> <ul style="list-style-type: none"> • Anuya • Barb • Bill • Annalise • Rob • Ana <p>Replicate past marketing efforts (end of 2013). Revisit letter / collateral and spread awareness once again.</p>	<p>All members to invite potential committee members</p> <p>Ana Will find and update past collateral / letters</p>
4.	<p>Identify & address the cause of current committee</p> <p>Ease of access (CPAA not easily accessible by public transport) was identified as a barrier to greater participation. To facilitate participation - ease of access:</p> <ul style="list-style-type: none"> • Trial: Change the venue to Vecova for easier access moving forward • Bill will get a room at Vecova for next meeting 	<p>Bill to confirm Vecova venue availability & projector with Ana for next meeting within 2 days</p>



<p>5.</p>	<p>Infographic & marketing collateral (business card format) Ana was updated on the following pending items:</p> <ul style="list-style-type: none"> • 5 Human Rights were selected to focus on in the next quarter / periodically • Capture these 5 human rights in an infographic and go in depth on the website and in a business card. Find out where Annalise is with the infographic • Ana to incorporate that information from the infographic into the business card template (similar to Alberta Caregivers Association format) • Once approved by the committee, we would upload to the website and promote on social media. <p>Pending Kim’s update on grant, Ana advised that she can support the committee with marketing collateral and website updates, workload permitting,</p>	<p>Ana: Find infographics email from Annalise to Kim, depicting the 5 rights the committee had selected</p> <p>Ana: Build a template for the business card & incorporate this quarter’s 5 rights</p>
<p>6.</p>	<p>Social Media Re/kindling</p> <p>Ana asked whether any committee members were active and willing to support CAN HR on social media (e.g. re-tweet, “Like”)</p> <ul style="list-style-type: none"> • Bev advised that they have a staff member who will support • Neither Rob nor Bill are active on social media 	<p>Ana: Will include a social media engagement note on the next meeting reminder, for committee members who are active on social media.</p>

Adjourned: 2:45 PM

Next Meeting: Tuesday May 26 – LAST TUESDAY OF THE MONTH – 1:30 PM

Vecova – PENDING CONFIRMATION

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