

## Agenda

In attendance: Francette, Suran, Brynn, Maia, Jai Jot, Elaine

**Theme:** Communications and Outreach

### 1. Check ins

### 2. Outreach Initiatives

- a. Member Project Fund - project incubator -> students create their own initiatives and get training for proposals
  - market as a Lunik project
- b. Membership appreciation (December & April Events etc.) - 1 event each term, members and mentors
  - communication templates
- c. Membership Mentorship Program
  - i. Objectives
  - ii. Identify Potential Benefits
  - iii. Three Year Plan
    1. Program Plan (2014/2015)
    2. Implementation (2015-2018)
    3. Evaluation (measurement)
- d. Pop Up Lunik
  - issues with serving treats -> follow up August
  - COE - second floor at the front of the building
- e. Lunik Lottery: Weekly or Monthly raffle
- f. Lunik Podcasts: Member Interviews
  - #MyLunikIs -> encourage members to keep talking about Lunik
- g. Marketing Campaigns: Raise awareness-Lunik Policies, related educational components (i.e. Anti-Oppression Week)
- h. Collaboration/communication with other cooperatives, community gardens etc. (produce introductory letter, invitations to events, online brochure)
- i. Speaker Series with Member Showcases

### 3. Communications Initiatives - Francette

- a. Campaigns - revamp website, publication schedule for twitter and facebook
- b. Bilingualism - translate constitution, event agreement, etc
- c. Mail Chimp? - check mad mimi to port over contacts, then switch to mail chimp

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### Last 10 minutes:

Retreat discussion: Who wants to work on planning the retreat?

- Saturday, September 5th
- everyone does their own workshop (based on their position/plans for their position)

- goal setting and visions board
- word that sums up our goal this year?
- dinner after retreat off campus

Budget request: In the next two weeks could you please submit an estimate of funds you will require for your position and projects during the Fall and Winter semesters? Example: membership appreciation

What shall we do in August? We're closed for the first 2 weeks.

- stay open, with construction notice
- front door closed

What's going on with the fence?