

Public Relations Meeting Minutes - Meeting #1

Monday June 10, 2013

St. James Campus

Committee Membership

Chair (Director of Public Relations)	Ali Shahid
Vice Chair (Arts & Design Rep)	Yassi Yassini
Executive Member (Director of Student Life)	Halley Silva
Voting Board Members:	
Campus Director Casa Loma	Nicolas Kiriakou
Campus Director Ryerson	Mackenzie Dean
Hospitality Rep	Kalkidan Bikele
Non-voting Board Members:	
Campus Director St. James	Saroop
LGBTQ Rep	Kyle
Director of Education & Equity	Mohammad Ali
Staff Resource:	
Publications and Communications Coordinator	Mick Sweetman

1. Roll Call:

Position	Present (note even if late)	Absent	Regrets Sent
Chair (Director of Public Relations)	*		
Vice Chair (Arts & Design Rep)	*		
Executive Member (Director of Student Life)	*		
Voting Board Members			
Campus Director Casa Loma	*		
Campus Director Ryerson	*		
Hospitality Rep	*		
Non-voting Board Members			
Campus Director St. James	*		
LGBTQ Rep	*		
Director of Education & Equity	*		
Staff Resource			
Facilities Coordinator	*		

2. Call to Order:

Time: 3:40 pm

Moved: Nick

Seconded: Ali

Vote: Passed

3. Approval of Agenda

Be it resolved that the Public Relations Committee accept the agenda as presented.

Any amendments to the Agenda should be made at this point in time.

Moved by:

Second:

Vote:

4. New GBC Residence

Be it resolved that Director of Public Relations and Director of Education and Equity write a letter to George Brown College in support of the West Donlands initiative to have the new GBC residence named after Thornton and Lucy Blackburn

Moved by: Halley

Second: Ali

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Motion to Defer

Be it resolved that this issue be deferred to next PR meeting

Moved by: Halley

Second: Yassi

Vote: Passed

5. **PR focus for 2013-2014**

College to show support at the Gay Day in August (Wonderland)

Show support at the Pride

Student life promotions - Halley

- Board involvement at the events
 - Connecting with departments (hospitality - Kal, Arts & Design - Yassi)
 - Other promotional events
- Let's hold an event for the re-launch of the Community Action Centre
- Scholarships and bursary event – Mohammad
- Branding
- Currently we have too many logos and we need a consistent branding guideline - Mohammad
- We should look at having an ombudsperson (independent and impartial) to resolve issues - Mohammad
- Market and advertise ourselves better (e.g. bursary advertising) - Better signage and promotional material
- Make festive decorations - (Yassi - graphic design contest)
- Marketing - doorways with list of services & maps
- Source fresh issue → map & services list (e.g. welcome to GBC guide)
- YouTube channel*
- Monthly calendar
- Like us on Face Book, Twitter → Frosh related
- Synchronize our accounts - Face Book etc.
- Promotional items in frosh kit SA swag
- Frosh organizing what we do in services & opportunities
- Accessibility → small print & large print
- Website - maximize its potential (link to YouTube, Face Book and Twitter accounts with each video)
- **SRC**
 - Goal setting
 - Communication - overcoming shyness
 - Networking
 - Time management
 - Awareness (Gillary course)
 - Team work
 - Stress management
 - Life skills
 - Image
 - **SA promotions**
 - Every meeting allocate 30 minutes to student issues
 - Video channel - SRC members can help

10. **Motion to Adjourn**

Time: 5:13 PM

Moved: Nick

Seconded: Ali

Vote: Passed