

ESSA Advisory Forum Conference Call - MINUTES
Tuesday, February 24, 2009
7:00 pm

Attendees: Deanna (Richmond), Janine (ESSA), Ruth (Summerland), Joyce (Kitimat), Jeff (Quesnel), Elaine (Big Lake), Luana (Revelstoke)

Regrets: Audrey MacDonald (Port Edward) & Laurel Exner (Mission)

1. Review & Follow up on Action Items from November/January meetings

- Distribution List
 - A letter has been created and forwarded to the Advisory Forum for distribution
 - Revelstoke had 1 response from the letter, Brenda Murphy to sign up as the ESSD Alternate for Revelstoke
 - A spreadsheet has been created to house all the impending information
 - No one on the call has had a chance to send out the letter yet. The intent was to send the letter to the local PEP offices and have them distribute to their contacts. The following people will send out to the following areas, with a few short sentences of the intent of the distribution list:
 - Deanna – Vancouver Island & Southwest
 - Ruth – Central
 - Luana – South East
 - Joyce – North West
 - Jeff – North East
- Simulcast Broadcast
 - Janine will be having a meeting with Caroline on Wednesday, February 25 and will have more information available for the next meeting
- Website
 - No feedback has been received at this time
 - ESSA has currently gone through the process of obtaining quotes & proposals for the updating of the website. Janine will be putting forth her recommendation to the ESSA board and it is hoped that the new website will be revealed within 8 weeks.

2. Ideas on supporting the Advisory Forum members and the initiatives

- Keeping the Forum a priority
 - Continue the calls, keeping & distributing minutes, acting on action items in a timely matter
 - At in-person meeting it will be important to re-look at what are reasonable expectations for each member of the group to be tackling

- Re-look at the reasoning for the forum and see how we can best reach our goals and create realistic expectations
- 1-3 goals at a time; feeling of accomplishing the mini-milestones; even just 4 items a year of making a difference would be a feat in itself
- Most important thing is to not lose track of the action items; the urgency of minutes etc is not as important as just sending out a few lines of action items to the group to remind of goals and deadlines

3. Potential agenda items for May in-person meeting

Williams Lake - Friday, May 29

- Choose goals to accomplish for the year
- Review of what has already been accomplished
- Re-focus the large goals onto a timeline over the next 1-3 years; prioritize & do some long term planning
- If there are any other ideas for the meeting, please send out an email to the group for brainstorming

4. New Business

- Does the Advisory Forum have a place at the ESSA conference?
 - At this time no, but maybe can squeeze in with another plenary
 - Forum meeting is on May 29 and the conference is on May 30
 - Room is booked at Coast Hotel for the evening of the 29th
 - Let Janine know if you need assistance booking your air or discussing your gas etc for travel to the forum meeting
 - Also let Janine know if you are planning on staying on for the conference after the Forum meeting
- T-shirt Order Form
 - Did everyone receive the order form?
 - All of ESSA membership has received this form
 - Please forward to anyone that may need t-shirts
 - Deadline for ordering shirts: March 20, 2009
 - Are there options for long sleeved shirts? Not at this time but that could be a possibility in the future as well as for baseball hats
 - Each city should collect for a total order and present payment and orders for whole community
- Broken House Embroidery Logo
 - If this file can be distributed it would save a lot of money for groups because the set up without the file can be upwards of \$200
 - Janine will contact Cheryl Venn and/or Bob Kennedy to find out about this

5. Next Conference Call:

Tuesday, March 24 @ 7:00 pm