



# Meeting Notes, November 13

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**Attendees:** Alice Morgan, Jared Kolb, Andrew Hayes, Steve Bromwich, Steve Bedard

**Guest:** Braden Cannon

**Absent:** Miia, Bob, Al

## Meeting Begins at 1900.

### Presentation

Braden Cannon:

Community Archiving project, analyzing the effectiveness of archiving undertaken by local, grassroots organizations. A lot of smaller organizations don't put very much effort into this area. Using 3 organizations of different sizes (EAC and Robert Street Social Center(?)) to complete this assignment (as well as the HCC). Braden will interview these organizations to try to ascertain the importance of archiving based on organizational size.

**Steve Bedard:** According to your attachment sent to me by Jared, I thought there was something in there that implied that you would teach us how to archive things properly over the life of this study.

Braden teaching the HCC to archive is a possibility, however the study wasn't originally intended to teach these groups how to archive properly. for Braden to educate the HCC on how to effectively archive properly.

**Jared:** As we go through periods of succession, we've experienced losses and gains that we'd like to keep track of as the board of directors will be changing hands over the coming years.

Braden: Very important point. It's important to keep track of this through archiving.

**Steve Bromwich:** We actually have sparse records of the discussions from the previous webpage (prior to it's hacking).  
[Agrees that archiving is a good idea]

Motion: HCC partners with Braden Canon to help with his archiving project.

Seconded by Alice. Passed unanimously.

Braden: Can I meet with one or two executives about this issue?

**Jared:** Who would be best to talk to? What portfolio would you like to talk to?

Bradon: Someone with specific information about the HCC and their respected portfolios (ie: financial status, achievements, history, etc.).

**Action Item:** Jared will send Bradon a list and synopsis about the HCC board of Directors and what they do.

Bradon leaves at 1920.

## Action Items still needing attention

Jared -- Also give a key to Miia. Also, give Steve Br. new membership forms.

## Board Meeting

**Action Item:** E-mail Peter about AGM notes. Steve Br. will take this item. Will contact Jared about this issue by November 21st, 2008.

### AI Barbour: Issue of removal

AI (member-at-large) has been MIA for a great amount of time. Hasn't attended a board meeting since May (for 6 months). Contact was made, before Visioning Seminar where AI said he would get back to Jared about his desire to stay on the board by the end of the week. He never replied on time. After seeing that his name wasn't included as a BOD member on the new website, he called Jared and expressed concern about his exclusion. Apologies were offered about his exclusion by Jared, and a long chat ensued about his commitment as a board member. AI later conceded that his removal was a prudent idea.

With this said: JARED -- Move to remove AI Barbour from the board of directors as member-at-large.

Seconded by Steve Bedard. Passed unanimously.

### Selection of interim board members

How should we go about doing this? An HCC internal memo to members indicating vacancies was decided. this memo should include requests for:

- Short letter about interest in each board position.
- State understanding of commitment, and be able to live up to these requirements.

Let people know the requirements of each position. likely more hours of effort than what is currently advertised. be sure to make this known to potential applicants.

**Jared:** Since the Visioning seminar, a few members have expressed interest in becoming interim Members-at-Large until the next AGM.

Action Item: JARED: Put an e-mail out to general membership about the vacancies and filling these positions. Make x amount of questions that really test peoples commitment, and the qualifications they will bring with to the board. Include any previous history with volunteering.

## Spring Garden Revamp

Nothing to report. Steve Bedard has been slowly including pictures taken by Alice into this project. Slowly coming along on the production end. More on this project as it develops.

## Social Marketing Campaign

The Social Marketing campaign is an avenue that the HCC hopes to invest in to try to create a behavioral/attitude change among HRM residents regarding cyclists. We had originally planned that this project be distributed for about a month (June '08), however upon reviewing material about social marketing, it would be more effective to increase its scope to the summer season. We intend to use Television, Billboard advertisements and Text-Based media advertisement as distribution outlets to spread this Campaign. A target population of 16 to 19 year old has been identified. After teaming up with a school, we intend to start a longitudinal study to gauge the effectiveness of this campaign.

A grant proposal was written by Alice and Steve Bedard. We haven't heard back from EcoAction grant yet. More grant options are available, many don't have submission deadlines. The HPP and Community Grant Program application processes begin in the new year.

Action item: Alice -- Get ahold of that person who is a social marketing genius friend-of-a-friend about the social marketing campaign.

Contact Steve Bedard about this campaign to learn more.

## Newsletter

Doug is almost done and is sending Alice and Jared a rough draft. From here it will be sent out to various list-serves around the city, not limited to the HCC list-serve.

## Website

Overall comment: WICKED JOB!

Concerns: The sewer grate report option is too harsh towards the city. Jared: There is a lot of value to re-writing this.

Action Item: Alice will send a re-write e-mail to Chris about this aspect of the webpage.

Message board -- Andrew debating making a newsletter, or blog about the articles he finds in order to save space on the message board. Chris and Andrew will be working on this over the next few weeks.

YouTube channel. Steve and Aubrey Folks will begin working on Rick Mercer style walk and talk videos for an official web launch video.

Website tutorial: is this project still going forward? Can we make a guide book?

Action Item: Andrew will follow up with Chris about tutorial guidebook.

Minutes inclusion in the website -- Have a standard procedure: Send out minutes of board meetings to board members for approval for posting to the website. This will just insure that minutes are polished for public viewing (no bad language, dirty jokes, board related shenanigans, etc.). Secretary will be responsible to send these approved minutes to Chris at the end of the week. This should be done within a week of the board meeting.

## Nursing Student

A required program in the Nursing curriculum involves a community action component where a small group of students work with a community organization, and present the organization, programs and campaigns to the faculty of nursing (and any other interested faculties).

The HCC has expressed interest in this program, and in acquiring students. However, we have to provide a series of learning opportunities for these students. After reviewing a program syllabus from this class, it seems as though the HCC needs the following:

- More Information on our population of interest (Cyclists).
- We should be pursuing a project in which we can include students.
- We should suggest and/or facilitate student created projects for these students for the latter portion of this class.

Some things that work against us are our lack of centralization (no home-base, or office). Furthermore, the School of Nursing will feel much more comfortable about our inclusion in their course if we have a nurse-member who is willing to act as a clinical leader while they follow the HCC.

Steve Bedard says that he can fill this role upon graduation in 2010. We can put this issue on the back-burner until this time.

## Letter Writing Campaign

Concept started by Steve Bedard, who is getting help from Alex Dumaresque on this project. This project is paralleling a similar campaign started in Halifax by the EAC regarding the ban of terminator seeds. This campaign however focuses on the retroactive installation of bike rack on Metro Transit bikes, and will be directed to the Mayors office.

ALICE: Make an area on each pamphlet so each signatory can personalize the cards.

JARED: We should focus on what areas of public spending we can attack to acquire more money to spend on cycling infrastructure. ALICE: Get in touch with city staff to see where poor spending patterns exist in the city.

Action Item: ALICE: Get in touch with Shiela Fougere about this issue.

## Active Transportation Advisory Committee

Action Item: JARED ALICE: Figure out what councilors are in charge of these committee meeting.

## MEC-HCC Kiosk for Bike Raffle

In regards to the bike generously donated by MEC to the HCC. The idea is that the HCC will set up a small kiosk in MEC in the future to sell raffle tickets for the bike.

Can we actually do this: Sit at MEC for a couple hours and sell stuff?

Action Item: Jared, figure out dates that this event will actually go down.

If this is actually doable, and on the tentative date of November 22nd, the following people can man the kiosk at the following times:

Steve Bedard can do 10 - 1200

Steve Bromwich can do 12-1400

**Meeting Ends at 8:30PM.**