



Milan Ilnyckyj <milan.ilnyckyj@gmail.com>

[ccl-toronto] CCL meeting notes

David Faltenhine <david.faltenhine@gmail.com>

10 January 2013 16:25

Reply-To: david.faltenhine@gmail.com

To: cherylmcmamara@rogers.com

Cc: "ccl-toronto-members@googlegroups.com" <ccl-toronto-members@googlegroups.com>

Hi everyone,

As promised the planned actions from our draft Strategic plan are below. Please note action items and advise if there are any questions or concerns with content or meeting the target dates. We haven't yet established an informatics group, perhaps we could get a volunteer to adopt this, at least on a temporary basis...?

January - March 2013

Canadian Strategy finalized & approved. Plan implementation begins -materials will be reviewed quarterly & adjusted as appropriate as conditions change and feedback is received

Strategy sub-group - Develop & prioritize list of potential strategic alliance and partner organizations.

National office – Complete legal registration as either Not For Profit or Charity. Begin fundraising and planning for National conference and lobbying days. Work with NDP caucus on motion to put forward re: carbon pricing policy. Get them on board and coach them on selling the policy at the national level. Take lead/provide guidance on shaping other party platforms.

Informatics: identify & document input and output needs of the new Client Relationship Management (CRM) & Document Management Systems (DMS). Establish policy, permission levels and procedures for maintaining up to date documents and organization of information.

Research – will develop a listing of current experts and resources available to support sub-group & ad hoc requests. Completely document all Canadian fossil fuel subsidies with links to source materials.

Outreach: Determine outreach ambassadors & develop written intake process for review. Get feedback on intake process & finalize. Group start packages to be updated, finalized and readily available. Identify outreach opportunities during 2013.

Membership - Identify additional regional trainers (ideally Western, Toronto, Montreal (Bilingual), Atlantic). Train the trainers workshop(s). Develop Mentor program (buddy program) for new members. Establish & foster friendly competition amongst & within Canadian Chapters. Work with Strategy team to determine & prioritize **key ridings** [Can push Trn the Trnr to later date?]

Communications – Communications Plan & Brand Standards developed & approved. Needed outreach documents identified & prioritized (handout(s), strategic partnership package, etc.). Develop web guidelines & determine who the content managers will be. Newsletter content developed & first newsletter issued.

Policy - Develop position statement and media packet on the fossil fuel subsidies in lead up to the budget. Identify potential opportunities to debate carbon pricing: MP town halls, etc. Prepare for town hall debates & NDP convention.

All groups – meet to discuss & agree on boundaries and overlap between groups – establish a detailed work plan for 2013

April-June 2013

Strategy – Quarterly review. Begin outreach - identify and cultivate sympathetic or potentially sympathetic public opinion leaders

National – fundraising complete. Provide input into Federal Liberal & Conservative conventions [working with ? sub-group(s)].

Informatics – finalize preparations for CRM / DMS, consult with members & develop training.

Policy - Identify and contact key experts – ascertain if they will publicly support CF&D. Town Halls on carbon pricing debates scheduled in Toronto, Sudbury, and Winnipeg. Key MPs invited/lead town hall. In the lead up to the Conservative convention, campaign to put pressure on Conservative MPs to remove the subsidies to fossil fuel companies.

Member Support - Develop plans to conduct membership drives

Outreach - Each CCL group commits to asking a person they know in another city to make the intro call. Emphasis on key ridings. Train new groups & new members. Identify/nominate mentors. Recognize participants from quarterly challenge & announce new

challenge. Plan upcoming outreach activities

Communication – media packet and op-ed on food prices. Social media strategy development.

Provide support to PowerShift 2013: The biannual PowerShift conference should be coming up in April with possibly 20,000 attendees. With good timing, a massive action and lobbying effort at the Capitol could take place near the time of House floor vote. Ring around Capitol? All night vigil before floor vote? [**who's planning organizing for this? What priority do we assign to this?**]

David

[Quoted text hidden]