

## **RSCA Executive Board Meeting Minutes**

**April 6, 2006**

In attendance: Don Gulley, Shawn Issel, Rob Howard, Maria Salzl, James Lu, Christa Mullaly, Belina Boyd, Alex Lee

Regrets: Sheila Yamamoto, Bill Sorensen, Aileen Cormack, Susan Newham

Chair: Don Gulley

Minutes: Alex Lee

### **Updates**

#### **1. New Treasurer**

Bill Sorensen will step down as Treasurer and Terry Martin will take on the position.

#### **ACTION:**

- Don will clarify in what capacity Bill would like to participate on the board.

#### **2. Update from Cllr. Howard**

Cllr Howard informed the board that he has communicated with the Planning Committee on the role of the RSCA and the perceived isolation of the Alliance with the City. Suggestion was made to make a presentation to the General Purposes committee since all Councillors and the Mayor are in attendance. Cllr. Howard also informed the board that the City has given the SUMA group a \$12,000 grant for the Meth Watch program, thanks in part to Cllr. Sue Hallsey-Brandt who recommended the full amount.

#### **ACTION:**

- Shawn to look into adding the RSCA link on the City website.

#### **3. Communication Update**

Alex outlined this committee's goals and objectives for the year which are attached to these minutes. Posting for the events calendar should be sent to Alex for the time being. Please send information in the format used in the pop up boxes of the events calendar. The board agreed that only community safety related events should be added to the calendar.

A suggestion was made to have a facilitated revisioning exercise in conjunction with the RSCA AGM.

#### **ACTION:**

- Shawn to send current RSCA powerpoint presentation to Alex to include current activities.
- Board to send to Alex suggested guidelines for calendar events, as well as suggested guidelines for partnership and endorsements.
- Belinda and Christa to explore fees for facilitators.
- Alex to follow up on display products from The Portables.

#### **4. SUMA Update**

Christa outlined SUMA's current activities which includes another Meth Watch training/education event at City Hall on April 29<sup>th</sup>. Funds from the grant will be used for translating information into Punjabi. SUMA will look into steroid use as a next possible project. More information is required on the sharps container project from Kamloops. SUMA's year 2 goals and objectives are attached.

#### **ACTION:**

- Christ to send April 29<sup>th</sup> training information to Alex for inclusion on the events calendar.

**5. Falls Prevention Network Update**

James informed the board that planning is well underway for the Falls Prevention Forum on June 10<sup>th</sup>. As the marketing plan is finalized, information will be passed onto Alex for inclusion on the events calendar along with any other communications requirements. The Falls Prevention Network’s year 2 plans are attached.

**6. Hiring Committee (Belinda, Alex, Shaun, Christa)**

The revised job description for the Coordinator has been completed and will be distributed. Competition closes on April 21 with interviews starting the week of April 24. Posting will be uploaded onto the RSCA website. Applicants can email their information to the info@rsca email address which will be checked by Christa. Faxed applications will also go to Christa’s office.

**ACTION:**

- Alex to send job description to Cheryl for web updating.

**7. Governance**

Christa informed the board as to which rules we should operate under. One suggestion was to operate under the Safe Community Alliance’s rules since we operate under their charitable status

**ACTION:**

- Don will ask Dorry for the Safe Community Alliance’s governance rules.

**8. Other**

Don informed the board that Cpl. Steve Goss would like the RSCA’s assistance on publicizing future events on ID theft. The board has agreed with this request. Discussion ensued on whether the RSCA should endorse a project by Miscellaneous Productions. This item was tabled for further discussion.

**NEXT MEETING: THURSDAY, MAY 4<sup>TH</sup> AT 4:00 PM – 5:00 PM**

**Please note: We will keep our meetings ONE hour long, so please be prompt.**

**Attachments**

<b>Objectives</b>	<b>Program &amp; Evaluation</b>
<p><b>Substance Use, Misuse and Addictions (SUMA)</b></p> <p>Involve 150 retailers in the Meth Watch program before March 2007.</p> <p>Follow-up with 90% of businesses that initially declined the offer to participate in Meth Watch.</p>	<ul style="list-style-type: none"> <li>• Collect data as to the barriers of involvement and to inform the process and the program with the intent of improving ease of being involved. This will be done with 150 businesses.</li> <li>• Make telephone contact with 25% of retailers that are involved with the program to check-in and allow an opportunity for feedback of the program.</li> <li>• Monitor amount of materials each retail site requests over time and the volume of materials retailers provide to their customers and staff</li> <li>• Monitor the reports made to the Chemical</li> </ul>

	<p>Diversion Hotline to identify any trends in calls from Richmond retailers.</p>
<p><b>Seniors Falls Prevention</b></p> <p>Increase awareness of seniors and their families about actions needed to prevent falls.</p> <p>Engage in advocacy for safe environments.</p> <p>Build community capacity for falls prevention.</p>	<ul style="list-style-type: none"> <li>• 200 seniors and families attend June 2006 Slips, Trips and Falls Community Forum</li> <li>• City of Richmond Works Yard partnership established by September 2006.</li> <li>• Vancouver Coastal Health Authority (VCHA) grant used by January 2007 and new funding in place by June 2007.</li> <li>• Volunteer drama group develops and provides healthy aging and fall prevention skits to 100 seniors by June 2007.</li> <li>• Falls prevention awareness plan in Cantonese and Mandarin developed in partnership with VCHA and community agencies by June 2007.</li> <li>• 50% of community agencies participating in the network report that they have integrated falls prevention information into the services they provide to seniors and families by June 2007.</li> <li>• 85% of current membership remains active in the network by June 2007.</li> <li>• Hotel industry has responded to the networks concern regarding safe environments by June 2007.</li> <li>• City of Richmond Works Yard partnership established by September 2006.</li> </ul>
<p><b>Communication Package:</b></p> <p>The Communications subgroup will create a detailed communications work plan to focus on:</p> <ul style="list-style-type: none"> <li>• Website communications</li> <li>• External communications strategy</li> <li>• Internal communications strategy</li> <li>• Promotional materials</li> </ul>	<ul style="list-style-type: none"> <li>• Centralize contact for website information and updates.</li> <li>• Create interactive calendar of events located on website.</li> <li>• Provide assistance/guidance for subcommittees to submit material for "New Projects" page.</li> <li>• Create "What's New" section on homepage.</li> <li>• Monitor web metrics (number of hits, time spent on each page, etc.).</li> <li>• Meet with City of Richmond Advisory Committees</li> <li>• Develop format and venue of updates to City Council.</li> <li>• Working with Cllr. Howard, Chair of Community Safety, provide updates to Community Safety</li> <li>• Presentations a year to external service clubs and Richmond Chamber of Commerce.</li> <li>• Set up one revisioning workshop with facilitator to revise and re-affirm value of the Alliance to existing membership.</li> <li>• Regular communications to Alliance members – via email or website</li> </ul>

	<ul style="list-style-type: none"><li>• Meet with all sub-committees to assess communications requirements.</li><li>• Create template for press releases and media advisories.</li><li>• Obtain communications plans from other Safe Communities.</li><li>• Creation of Banner for RSCA events.</li><li>• Power point presentation – update to include past events.</li></ul>
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