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# TECK COAL ELK VALLEY COMMUNITIES OF INTEREST INITIATIVE

## *STEERING COMMITTEE MEETING*

College of The Rockies – Fernie Campus, Room #120  
342 3<sup>rd</sup> Avenue

April 8, 2014  
8:30 a.m. – 12:00 p.m.



### **Agenda**

#### **8:30 Introduction – Simon Howse**

- 1.1 Welcome
- 1.2 Housekeeping – exits, restrooms
- 1.3 Safety share - volunteer

#### **8:45 Review of Agenda – Simon Howse**

- 2.1 Review of agenda

#### **8:50 Update – Sharon Strom**

- 3.1 Annual Report
- 3.2 GHO External Verification
- 3.3 Changes to Feedback Mechanism
- 3.4 Replacement for the word 'Panel'

#### **9:00 Website Preview – Vanessa Croome**

- 4.1 Sneak peek at COI Advisory Initiative website

#### **9:15 Website Content – Jane Boyd**

- 5.1 Domain selected and why
- 5.2 Purpose of website and links to Initiative Mission and Vision
- 5.3 Content to support engagement strategy – discussion
- 5.4 Overview of options for content – website and beyond

#### **10:15 BREAK**

#### **10:30 Website Content Continued**

- 5.5 Content initiatives – how to develop and deliver
- 5.6 COI content planning and calendar – short and long term
- 5.7 Using our stories to support engagement

#### **11:30 Childcare Initiative – Jane Boyd/Sharon Strom**

- 6.1 Status of Childcare Initiative

#### **11:45 Roundtable and Closing**

#### **Next Meetings**

Steering Committee – June 10, 12:00 to 4:00 p.m. lunch included – location TBD  
Community Partners – July 8, 12:00 to 4:00 p.m. lunch included – location TBD

#### **Guests:**

Jane Boyd, CEO – 45 Conversations Media & Education – Vancouver  
Vanessa Croome, Art Director – Claris Media

