

**Lethbridge Diversity and Inclusion Alliance (LDIA)**  
**6<sup>th</sup> Meeting – November 14, 2019. 10:30 am- 12 pm. | Multicultural Center**  
**Minutes**

- 1. Welcome and Recognition of Territory**
- 2. Blackfoot Prayer**
- 3. Introductions:** Victor Iyilade Jr., Jerry Firth, Sharon Yanicki, Melody Scout, Anna Olsen, Tymmarah Mackie, Laura Branner, Monique Giroux, Stasha Donahue, Amanda Scout, Remi Quiroga, Allie Lam, Dymphny Dronk, Tyler Gschaid
- 4. Presentation by Blue Sky Consulting.** Will be a social marketing campaign. Consider: what is the call to action? What is the action you want to see? Use messaging that is a call to action-we see them every day. Examples-Movember, Anti-Black Friday ad, etc.
  - a. Steps after the message are the action part. Need to define the response you want from people. Survey will help refine the messaging for the campaign. Foundational work will be done by end of December.
  - b. Will the survey be just of the membership? Will help us understand peoples strengths. This will help complete the work as people contribute in ways they can. Also helps engage people in meaningful ways. Also important for sustainability.
  - c. Work will help develop Best Practice guide.
  - d. **Action:** Survey to go out membership and member organization contacts.
- 5. Letter to the Editor**
  - a. Victor read the letter. May not work with letter to editor format. May coordinate as an op-ed with the Mayoral signing of the LDIA Charter.
  - b. **Action:** Sharon, Remy, Anna and Laura will assist with revising the letter.
- 6. Signing of the Charter-**Unanimous support from council. What does the signing of the charter imply? If you sign the charter, what are the implications? What does that mean for your business or organization? Should be tangible in terms of actions for signees. Is there a package of tools or resources that could be sent out for those who sign the charter?
- 7. Round table (share info on relevant activities with organizations and groups)**
- 8. Close meeting**