

York Central Action

Committee Meeting 13th March 2017

Present: Lyn, John, Laura, Sam, Hannah, James (note taker), David, Chris; **Apologies:** Jo, Sally

Funding: We go ahead with printing leaflet and booking Priory Street for Conference as we have application in for CYC ward funding and £250 in underwriting pledges: also, Hannah offered to pay for printing until money comes in if necessary.

Communications strategy: Laura's draft of action over next 3-6 months agreed.

Hannah and Laura to set up Facebook account to accompany existing website and Twitter accounts and to maintain them; ALL must help with content

Leaflet: Purpose is to raise awareness of YCA and issues, and above all to engage people and direct them to website, Twitter, Facebook. Also, to give date and place of conference. Suggested run 5,000 – 6,000.

David to coordinate distribution in Leeman Road area; Sam to coordinate distribution elsewhere. Comms team (i.e. Laura, Hannah, Jo, Sally when she is back) to finalise content and design

Contacting existing groups: James and John to write email to go to all existing contacts to bring them up to date (including Facebook and Twitter addresses)

Pop-up events: discuss at next meeting and consider footpath into town from Leeman Road (David), The Fox (Laura), Chill Café (Jo), Holgate Methodist Church (Hannah), St Paul's and Our Lady's churches (James)

Press release: Two needed, one to announce our existence and one to publicise the event. Sam and John discuss with Victoria Priest and then decide best strategy for maximum exposure.

Images: James will find images to support each of the key messages

Key messages: Laura's questions welcomed (see document she circulated in advance). Hannah will set up secret Lumio group so that we ALL can share thoughts on these before they are made public on website and social media.

Other groups: We all continue to recruit as much as we can. John in touch with Windmill Trust, James with South Bank Multi-Academies Trust; someone needs to contact The Holgate, Poppleton Road Working Men's Club, other local businesses – discuss at next meeting

James to draft letter to go to all schools (heads and chairs of governors)

Lyn to think about how best to contact doctors' surgeries

Sam to develop further contact with Citizen's UK; Lyn with Locality

Conference preliminary thoughts: Book hall for 9 – 1 but have conference from 10 – 12

Include option for people to drop in and leave comments – use post-its?

Agenda to emerge from pop-up sessions

Use Open Space format based probably on our six key areas but subject to pop-ups; each workshop to have facilitator and rapporteur

Rachael Maskell MP has agreed to come – we suggest she comes at end (or longer if possible) to respond to reports from the workshops; Lyn to continue to liaise

Detailed planning of conference at next meeting

Follow-up from conference: Stall at West Bank Park Summer Fair booked (July 9th)

David to investigate St Barnabas Spring Fair possibilities

Next meeting: 6.45 at the Volunteer Arms on Monday 20th March