

**ICC Community Engagement Group
Meeting Notes, Nov 10th, 2014 7:30-9:30PM**

Attendees: Bijan Ahmadi, Mehdi Shams, Kavooos Soofi

General Discussion:

- Membership term: the ICC membership term is 12 months from the time of registration as per Behrouz Amouzgar's confirmation email.
- Membership fee cancellation: Behrouz is following up on this request with the board.

Decisions Made:

- Last week a request was made to the board for publishing our meeting minutes on the ICC website. Since we haven't heard any update regarding this matter the group has decided to publish their meeting minutes online and distribute it through social media.
- A 4-month campaign will be launched in the next couple of weeks for introducing the ICC to the Iranian-Canadians in Ontario. This campaign will be planned and executed by the Community Engagement Group. Currently the team is working on the details of the campaign and preparation of the materials needed.
- An ambitious goal of recruiting 1,000 new members by end of the campaign has been set by the team.
- Campaign budget: a request will be submitted to the board to approve \$1,000 budget for this 4-month campaign for printing campaign flyers and membership forms, promotional materials for volunteers, and media advertising (digital and prints). The approved budget will be the maximum amount allowable to be spent on this campaign. The team will do its best in minimizing any expenses and will work closely with the ICC treasurer. No upfront funds will be required. Proof of payments will be provided to the ICC treasurer for reimbursements.
- A 3 fold campaign flyer layout was finalized. English and Farsi content for the flyer, facebook page, etc. was reviewed and will be finalized by the next meeting.
- The flyer will consist of three main sections: campaign description and objectives, ICC introduction and activities, membership information and contact info.
- Membership forms: the standard ICC membership form sent to the team by Behrouz Amouzgar will be printed and used for the campaign.
- Completed membership forms and membership dues will be delivered to Behrouz Amouzgar or the ICC treasurer on a regular basis.
- A weekly action plan to be finalized in the next meeting.

Requests from the ICC board:

- We request the board to approve our 4-month engagement and membership campaign. Details of the campaign will be provided to the board in a separate proposal.
- **Pending requests:** the following request(s) have been submitted to the board during the past weeks and are still pending a decision by the board. We request the board to review and make a decision about these requests in their next board meeting:
 - We request the ICC board to waive the membership fee for anyone who is interested to join the organization within the next 6 months. This offer will allow Iranian-Canadians to join the ICC and try for themselves the benefits of being part of the organization without the membership due being a barrier for their registration.
 - We request the ICC web admin to publish our weekly minutes on the ICC website. This will create a consistent communication channel with our members. Through these meeting notes we will update the ICC members and followers about the activities that are happening at the Community Engagement group.