

La Plata County Thrive! Living Wage Coalition
Wed. Oct 22, 2014 Minutes

In Attendance: Marsha, Mia, Betty, Mo

5:30 – 6:00 PM Updates

- Living Wage Certification Process underway – We have 20 certified employers. Packets are made up and will be distributed by 4 of us preferably by the end of the month and no later than Nov 7.
- Financial Report – We have a balance of \$1245.21.
- Social Media -
 - Greg Felsen met with Scott Kadera to learn how to work with the website.
 - Mo met with Lynn Griffith and Tom McCampbell to discuss media launch re the TERP program. They will plan the launch for the week of Nov 10
 - Mia will like Thrive! certified employers from the Thrive! Facebook account. Thrive! Coalition members are encouraged to do the same from their individual Facebook accounts.
- Mia met with Pat Senegal, Celebrating Healthy Communities Coalition.
 - Mia had a discussion with ____ about Management Structure: “lattice management: - team-based and directed.
- Thrive! will have a table set up at the Durango Farmers Market on Saturday Oct 25. Mo, Greg and Marsha will staff the table.

6:00 – 6:30 Potluck Dinner – Note to self – Neither Mia nor Marsha eat fish.

6:30 Discussion

- Discussion about how to build our coalition:
 - Each one of us should invite someone to come to the next coalition meeting with us
 - Betty volunteered to contact people who indicated in the past that they were interested in getting involved.
- We discussed next steps for inviting employers to become certified:

- Mo felt that she needed time to catch up with office work and writing a grant application before moving forward. We are also approaching the holidays which may not be the best time to start a new initiative. The media launch in November will hopefully result in additional employers seeking certification.
- We are planning to meet with the Chamber of Commerce Board in January. Mo will followup to make sure we are on the schedule.
- We agreed that in the spring we should arrange tabling at farmers markets and other venues
- We need to reach out to employers in Ignacio and Bayfield as well as their business organizations.
- Local First is planning to hold an event where Thrive! can present to other Local First Members.
- Durango Area Assoc of Resource Managers (DAARM) is another organization that we need to connect with

- 2015 Event Ideas

The event goal should be primarily business people be education/awareness. Betty suggested featuring business people from communities which have established living wages. Mo suggested that a current film/book and/or speaker with recognition are needed to draw people.

Businesses paying a living wage include Costco, In & Out Burger, IKEA, Ben & Jerry's

Others we might contact for ideas or involvement: Interfaith Worker Justice, Fort Lewis College, Charlie Clements, folks in Santa Fe, CYFMP (Vicki Coe), Thrive! Certified employers, Chamber of Commerce, Faith Based Org. government official ???