

La Plata County Thrive! Living Wage Coalition
Meeting Agenda
September 12, 2016

Ashe, Sharon, Mia, Lynn, Kaitlin, Mo, Betty

5:30 - 6:00 Introductions and Updates

ALREADY HAPPENED

Minimum Wage Campaign - Phase 2 launched Aug 23. We hired 3 Team Leaders (Jules, Kaitlin and Caitlin). We have had two trainings of about 20 volunteers who will start knocking on doors Sept 22 and 24. Call Maureen if you can help – 970-903-0957

Green Drinks - Featured Thrive! Aug 25. Interfaith Partners - presented at Friends meeting Aug 28. They should be arriving at a decision soon.

Chamber of Commerce “Eggs & Issues” Meeting Sept 1. Mo attended meeting. In her closing remarks, Julie Westendroff gave a shout out to Thrive and our employer Recognition Program to a large audience of local business people and public officials.

Secret Garden fundraiser Aug 24, wrap-up Sept 7. All 10 nonprofits received \$1500, including Thrive!.

UPCOMING

Gwen’s Rock the Rochester fundraiser at Rochester’s Secret Garden on Wed. Sept 14, 5-7PM. Tics \$25 at the door or go [HERE](#)

Apple Days Sunday Oct 2, 11AM – 4PM. We will have a table for the Minimum Wage Campaign and will sell fundraiser tickets if any are left.

Thrive! Fall Fundraiser Monday Oct 3, 6-8PM Eolus Rooftop Garden Project Fundraiser Thursday Oct 6, 6-9 PM

Next Green Drinks Sept 29, 5–6:30PM in the back room or patio at Carvers.

6:00 - 6:30 Potluck Dinnerwas GRRRRREAT

6:30 - 7:00 Discussion and Brainstorming

Oct 3 Fundraiser: Maybe do fundraiser in Spring instead of Fall to avoid conflict with other fundraisers. We could shift our annual educational event to the Fall. Letters have gone out to LW employers re sponsorships. We are working on food and drink donations and selling tickets. We will ask Steering Committee Members to sell at least a few tickets each. Ask Interfaith Partners to sell tickets. Announce at Gwen’s fundraiser.

Minimum Wage Ballot Measure ideas for community forums, other publicity and volunteer recruitment: Announce at Apple Days. Work with groups promoting “yes for DRO”(airport expansion) and Yes for Roads and Bridges – forums at libraries. Facebook – share the date. CFFW website (Kait & Caitlin). Farmers’ Market. FLC – table, Student debate forums, etc. KDUR , Sarah Flower, Brian. Oct 8-9 Octoberfest.

2017 Thrive! Roadmap – differ to Oct. Send out ahead – top 2 priorities

7:00 - 7:30 Thrive! Employer Recognition Program (TERP) committee meeting

Present: Betty, Ashe, Mia, Kaitlin, Mo.

Durango Organics – Gwen referred to us re TERP. Kaitlin will follow up.

Ideas for 2017 Employer recruitment plan:

Mia – worked with Just Economics in Ashville, NC. Helped start Thrive! and was TERP Coordinator. Likes positive aspect of TERP. Wants to see TERP grow.

Betty was on TERP committee from its start. Likes that we get people thinking about a living wage. Focus on geographic zones and types of businesses, also focusing on businesses that pay close to LW – hospitality, child care, home health care.

Do employers get enough publicity? We should check with employers. Do employers have Thrive! logo on their FB page? Could get employer input when they recertify and at luncheon.

We discussed what worked and didn't work in past. Letters followed by phone bank. Personal contacts best. Emails with f/u phone calls. If we do letters again, they should be more creative and professional. Letter is intro and needs to be followed by phone call. Building the relationship, continuity of the Thrive! person contacting the business is important. Send out fewer letters to have better follow up. Messaging training. Get TERP employers/employees involved. Octoberfest Oct 8 & 9 publicize LW employers at Events. Display ads - expensive. Social Media – need volunteer, Mia willing to help. Radio PSA – the deadline for applying for TERP. KSUT, KDUR. Rack Cards – could take rack cards to employers after sending out letter. At every Thrive! meeting ask for contacts. List of LW employers at events.

Next Meeting: Wednesday Oct 12 at Commons Building, Class Room 3. Combination Steering Committee & Coalition Meeting. Focus will be on developing 2017 Roadmap. 2016 Roadmap is attached. **Please email what you think our two top priorities should be for 2017 by Oct 1.**

Respectfully submitted
Maureen Maliszewski
9/13/16