



Communications Advisory Committee Meeting (CAC)

Wednesday, January 22, 2020

5:30 p.m. to 7:30 p.m.

CAPE HQ, 100 Queen Street, 4th floor, Ottawa

Meeting Minutes

Present: G. Tulusso, and A. Picotte

Teleconference: N. Giannakoulis, J. Lafontaine and E. Hailu

CAPE Staff: K. Thériault (Director of Communications), S. Ndayishimiye (Communications Specialist), Dina Epale (Advocacy & Public Affairs Advisor) and P. O'Reilly (Communications Project Coordinator)

Apologies: S. Gan, M. Mohammed, N. Bois, L. Patrick, J. Burns, A. Keisman, J. Gupta, K. Ahn, S. Rehman, and S. Rahman, G. Gosselin, G. Kopytko,

1. Call to order/Agenda

Meeting was called to order at 5:34 pm. Motion to approve agenda: agenda accepted unanimously.

2. Approval of CAC October 16, 2019 meeting minutes

Motion to approve October 16, 2019 minutes: G. Tulusso noticed one typo to be corrected. E. Hailu clarified his statement regarding incentives for Rand members. Statement will be amended. Minutes accepted unanimously.

3. Welcome Letters: Privacy policy and solemn declaration forms

As with every committee, CAC members were given their official welcome letters signed by CAPE president Greg Phillips. Letters also include CAPE's privacy policy which was briefly explained. Solemn declaration forms were also included with the letters. It is standard practice for CAPE members to understand the responsibilities and policies

when they are part of sub-committees or advisory committees. Forms must be signed and returned as soon as possible.

4. CAPE Membership Handbook: feedback on table of contents draft

Prior to the meeting, CAC members were sent a draft of the CAPE Membership Handbook's table of contents (ToC). Members were asked to provide feedback on the proposed draft:

J. Lafontaine: Will CAPE be reviving its Awards for members, if so, the handbook should mention this.

At this time, the CAPE Awards are on hold and further discussion is needed in order to revive it.

Comment: Section 3 of ToC should be changed to "Protecting your rights". Change sub-section "adjudication" to "arbitration". Add a sub-section "Fear of Reprisal". Members often fear that if they challenge the employer on an issue that they reprimanded or threatened with further sanctions.

Advocacy and & Government relations section should include "work with other unions" sub-section.

Section 4 "Registration and Benefits" should be changed to "Benefits of Registration. Section 4 should be moved up before Section 3.

Section 6 "member engagement and communications should also be moved up.

The sub-section "Getting Involved" appears in 2 different areas. Should make it one big section called "Getting Involved" which would inform CAPE members on the different ways of participating in union activities.

The ToC will be reviewed again as many CAC members were unable to participate in this meeting.

5. 2019 Federal elections recap, strategy for 2020

CAPE's new Advocacy and Public Affairs advisor gave a presentation on the intricacies of government relations when dealing with a minority government. Since this government will have to form alliances with opposition parties, CAPE will have an advantage as it will be able to advocate with key opposition critics. This will generate more attention from the main party as it tries to advance its agenda.

The goal is to foster relevant conversations with key ministers and push issues of importance to our members.

So far CAPE met with Treasury Board president, Jean-Yves Duclos on January 16, 2020. Mr. Duclos even agreed to meet with CAPE members in April in his Québec city riding.

The following is from ***Government Relations & Advocacy Strategy: A Proactive Approach to Advocating for our Members in 2020*** (Author: Dina Epale, CAPE Advocacy and Public Affairs advisor)

For 2020, CAPE plans to connect with the following key ministers and their senior staff, parliamentary secretaries, opposition critics and key House of Commons Standing Committees Chairs:

Treasury Board of Secretariat of Canada

- Hon. Jean-Yves Duclos, President of Treasury Board Secretariat/Chief of Staff /Policy Advisor.
- Greg Fergus, Parliamentary Secretariat to the President of the Treasury Board
- Tim Uppal, Conservative Party critic for Treasury Board Secretariat
- Gabriel Ste-Marie, Bloc Quebecois critic for Treasury Board Secretariat
- Matthew Green, NDP critic for Treasury Board Secretariat

Public Services and Procurement

- Hon. Anita Anand, Minister of Public Services and Procurement / Chief of Staff / Policy Advisor
- Steven MacKinnon, Parliamentary Secretary to the Minister of Public Services and Procurement
- Kelly Brock Conservative critic for Public Services and Procurement
- Julie Vignola Bloc Quebecois critic for Public Services and Procurement
- Matthew Green ND Public Services and Procurement

Digital Government

- Hon. Joyce Murray, Minister of Digital Government /Chief of Staff / Policy Advisor
 - Greg Fergus, Parliamentary Secretariat to the Minister of Digital Government
 - Ziad Aboultaif, Conservative party critic for Digital Government
- Brian Masse, NDP Critic for Digital Government

6. Other business

CAPE's communications team will need to develop issue briefs that will be displayed on the new website when launched in April or May 2020. CAC members will discuss potential topics at meeting in February.

7. Next Meeting

The next CAC meeting will be held early in February. A Doodle Poll will be sent to members with the potential dates.

8. Adjournment

The Meeting adjourned at 7:20 pm.