

Community Relations Chair's Report

The Community Relations Committee has met in whole or in part on several occasions. At this time, we do not have a specific date set for our next meeting, however, anyone wishing to be a part of it is encouraged to contact me.

Business To Date:

City of Thunder Bay: As you know, we made a very successful deputation to City Council on Feb 14 – counselors voted unanimously to endorse Thunder Pride 2011 and further, to commend the efforts of the organizing committee. As a follow up to that success, we met with Sheelagh Hendrick, Deputy City Clerk, and Paul Burke, Special Events Developer, Community Services – Recreation and Culture. At that meeting we discussed several ways that the city is willing to support our various events. A lot of information was exchanged and passed on to various events chairs.

Event Development Grant: At the above mentioned meeting we discussed applying for a one time *“Event Development Grant”*. The application will be reviewed tonight (at the March 10 meeting) and Todd Miller will subsequently submit an application on behalf of Thunder Pride by the March 18, 2011 deadline. It sounds like we have a very realistic chance of securing at least “some” funding. Further details to come

Official City Flag Raising / Media Kickoff: In an effort to create awareness among the media *prior to* the Kick-off Breakfast and the various other Thunder Pride events, we have decided to follow the city's suggestion and have the City Hall Flag-Raising on *Tuesday, May 31st, from 10 – 11am*, (one week prior to Thunder Pride Week). Tuesday is apparently the best “press day”, and a morning event gives them time to put stories together for that day. We will invite all media and local politicians to attend, and offer a limited number of politicians the opportunity to speak. “Save the date” invites will go out to politicians in mid April. Members of the media will be invited the week before and reminded the day before. “Press kits” containing schedules of events and pre-written articles will be distributed to all media. I encourage all sub-committees to put together short articles – written as you would hope them to be published – and forward them to me so that they can be included in the press kits. Please send such articles or information pieces to me by May 20 to ensure that they are copied and included them in the press kits.

Other Community Reach-outs: We have formally requested the opportunity to make several other deputations / presentations throughout the city. The primary purpose of these deputations is to help create community awareness and opportunities for various groups, individuals and businesses to provide endorsement and support, or to become involved. Those groups approached, (or being approached), thus far include:

- **Thunder Bay Chamber of Commerce:** Asking the business community to endorse Thunder Pride Week by including our theme in there advertising and marketing efforts up to and including the week.

- **Thunder Bay and District Labour Council:** Asking for help in creating community awareness and inviting participation of the business community. (ie. Incorporate Thunder Pride into your advertising / marketing during the week.)
- **School Boards:** Todd Miller is in the process of putting together deputations for the three local school boards, which he will deliver as dates are made available.
- **Confederation College:** Thomas Russell, (Diversity and Wellness, SUCCI), has expressed interest in being involved. (A rep from Thunder Pride will be plugging our event at their March 23 pride event and they are considering an information booth at our family picnic. I will pass info along to Family Picnic Committee)
- **Lakehead University:** Lakehead University is well aware of Thunder Pride and its thanks to the good work of David Ivany and Emily Lauzon. Pride Central invites us to "spread the word" during their Pride in the North 2011 celebrations.
- **Thunder Bay District Health Unit:** Very interested in being involved. Meeting scheduled with manager of Sexual Health (Maureen Twig) for the week of March 14.
- **Norwest Community Health Center:** (Kelly – Administrator) Have left messages. Waiting to hear back.
- **Thunder Bay Multi-Cultural Association:** Cathy Woodbeck (Executive Director) Very interested. Waiting to hear back with respect to the specifics of their involvement. At the very least, are interested in having an information booth at Family Picnic – I will pass along info to FP Committee)

Requird Budget: At his point, the Community Relations Committee foresees a very limited budget. We will need to purchase an official flag (to be flown at City Hall). *Are there another sub-committees looking into flags, banners, etc? ... or should we pursue this?*

If we are unable to get it donations in kind, we will also be incurring some expenses related to producing posters and other forms of advertisements to create community awareness. (Newspaper ads, buttons, pins, etc. Again ... we are wondering if other committees are investigating such things. We could likely raise whatever monies we require by selling t-shirts, buttons, and other rainbow / LBGT2S items

I would also like to suggest that consider budgeting for a "wind-up" of some sort, after Thunder pride has happened.

Other topics ...

Have we considered looking into point of sale items, for example, t-shirts, jewelry, buttons, pins, etc. This might be a way to re-coupe some of our costs or to help establish a bank account for next year!