

Minutes Online Bureau Meeting 7 January 2019

Present: Svenja Hahn, President (SH), Edgaras Mascinskas, Vice President (EM), Lena Höglund, Treasurer (LH), Antoaneta Asenova, Bureau Member (AA), Deimante Rimkute, Bureau Member (DR), Pau Castellvi Canet, Bureau Member (PCC), Dan-Aria Sucuri, Bureau Member (DAS)

Also present: Danica Vihinen, Secretary General (DV)

Minutes

SH opened the meeting at 19:13

1. Capacity and agenda for 2019

SH: A few changed dates from what was discussed at the previous meeting, all dates and locations are in the plan for 2019 in the drive.

DV: As these dates are now confirmed we will put it on the website and add to the newsletter tomorrow

Capacity:

SH: Will personally be very busy with the EP campaign, EM will take over some tasks regarding the general running of the organisation.

General update on everyone's capacities up until the elections, clear that many are very busy in the upcoming months and will not have much time for LYMEC.

SH: This means we all need to be more realistic regarding what we can do and how. Important to be honest about our capacities, sharing responsibilities, communicating, proactively giving heads up about when we don't have time and most importantly plan ahead and prepare in advance.

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2. YCA

- Second event

DV: Logistics will be figured out this week, ALDE Fundraising team is booked just have to confirm location and exact time.

PCC: working with AA on the MEP preferences, programme is quite set.

AA: Have gotten a preliminary promise from the ALDE press team to have them for about an hour the last day for photographs. Will also fix the room for the wrap up the second day, and is working on the background documents for the participants.

- online learning platform

SH: DR will not be there so one of the participating bureau members need to make a video with the fundraising team for the platform

DR: Will look into what to put on the platform, unclear if we need a specific platform now or if we can use the website

DV: We have paid for one year of Clickmeeting so we should use that.

3. Turkey event

AA: sent programme, needs feedback on the speakers

SH: Nadja Hirsch is still working on Turkey so we could invite her.

SH can't be there for the event so AA will open and close

4. Communication plan

DAS: The communications plan is the same that was presented in Milan, now updated the ambition level to more realistic eg. regarding how many posts per week on social media, also added the IMS part. In general it's a lot about being more visible, targeting our ideology, the core message is that we need to rely on a structure. Different platforms needs to address the message in different ways. Analyses our strengths and weaknesses. Need to carry out our brand clearly.

SH: Should maybe mention Bureau members rather than specific positions

LH: Agree, also just president, not SH by name

DV: And office rather than SG as the assistant has an important supporting role too.

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SH: Can already now start developing themes and guidelines according to this strategy.

PCC: Should we first double check the IMS part with the IMS delegates before we call it final?

DV: The IMS delegates have been given the opportunity to comment, we have sat down and discussed and ⅔ are perfectly fine with this plan as it is, no need to delay the approval even longer because of waiting for them to possibly still comment.

SH: Thank you DAS, what we need now is the concrete guidelines on HOW to communicate. Build on already existing Members Monday, IMS day, etc... Build on the existing communications calendar.

5. Campaign Strategy

DR: Sent proposal by email, need at least 4 articles on EU and 6 targeted videos. No new topics, the goal is to promote our manifesto, target group first time voters and all youth 18-35. Message: The Future is Europe, LYMEC is the organisation that can work on this on European level. Possibly a flashmob during congress? Also GIFs with content etc.

DAS: Will think about how to contribute, have a few comments: Video concept is good, but too focused on repeating the same thing, should think of several ways to promote the message

SH: Thank you DR for writing down what we have discussed for the past 6 months, but this lacks several components of a campaign plan: The strategy is lacking, the target group is not defined enough, and there is no passion.

We need to have two separate campaigns, one mythbusting pre-campaign and then the get out the vote campaign. Time is running out, will ask EM to take over this to implement a strategy that DAS can then break down to how we can communicate.

EM: Have a few things in mind, but needs suggestions for topical names as "get out the vote" is not very concrete for example.

PCC: Maybe we could also ask young candidates to provide us with videos that we can use

DV: Again, that is details, we first need a strategy

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EM: Will start working on forming this into a strategy

SH: Thank you DR for this, believe you can learn a lot from working together with EM on this.

6. Libertas Concept

DR: Sent concept by email, happy to take comments

DV: Would advice against a printed magazine as we quit the printed paper about 2 years ago after it was not appreciated nor read, but cost a lot and took a lot of human resources - SH was the one editing and putting it together, she can tell more about the pitfalls if needed.

PCC: Could maybe do something with Kialo on this? The debates could easily be turned into articles. Will send an email about this, and discuss with DR if it's a possible concept for Libertas

Discussions on whether to have a team of 6 editors or a pool of writers. First and foremost we need clear, updated submissions guidelines, and then we build on from that

7. ALDE campaign event

SH: Will send an email to the ALDE Bureau asking for some clarifications as the process is not at all in line with what was decided at council in Madrid. Will send the draft after this meeting, please comment by lunch tomorrow so that she can send to ALDE Bureau and take up to discussion at the BM on Wednesday. Important to make clear to the party Bureau that we are not OK with this.

LH: Will be going as SFP so not costing LYMEC

SH: Bureau meeting Sunday morning so everyone needs to fly in Saturday morning, out Sunday afternoon/evening. DV will book hotel for 5 ppl.

8. Assistant and intern, candidates for interviews

DV: Gave a short overview of the recruitment process. DV and SH will interview candidates Wednesday and Thursday. All in all very good applicants.

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LH: Has given some comments on the candidates, also very impressed with the applications

DV: will share the old assistant interview questions, please give input by Wednesday

9. Member Issues / Reports from MOs / IMS

DV: IMS elections both for delegates and the SC, will be called tomorrow (8.1).

SH: Did we receive an application from the Icelandic organisation Uppreisn who were interested in applying?

DAS: They're interested, in contact with them but they haven't applied yet

LH: Will meet them when in Iceland for work next week

DV: Vesna should be invited

EM: Romanians, let's check through FNF if they have contacts

SH: Let's check in with TLDE too. EM: Can do that.

LH: Alliance Youth? DV: YL have secured finances for them to attend LYMEC events.

SH: Ciudadanos invited her for their winter camp, can't go but will ask about their intentions for membership.

LH: Disaffiliations: Projekt: Polska and Young Republicans (Georgia). Need a final reachout to these. Possible future questions: ANC youth (DV: contact Eva Tovmasyan), LiFT (Contact KARoly Nagy / Momentum for information).

AA: Youth Organisation of Nova Stranka, DV has contacts, AA will contact and ask if they're interested in joining now and in that case to apply by 8.2

DR: Momentum want to apply for full membership (DV: have they been to 4 events as Momentum?). Mlade ANO wants to apply for full membership and have invited us for their congress 15.2. DV: needs to send a letter saying they want to apply so that we can make sure someone goes.

10. 10. Any other business

PCC: Will check with EM regarding Nation Builder and ALDE Party

AA: Manifesto leaflets, how will we have them delivered? When and how do we want to distribute it?

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DV: Check with FNF if they can deliver it for us, and we could share it at the congress to our MOs if we let them know in advance, so we don't have to send.

LH: How about the magnetic pins? Discussion on how many and if we give them away or sell them. Decision to order 500 pc and sell them or ask for a donation.

LH: Need to send out MO fee bills. Please all update your MOs in the spreadsheet in the drive so we contact the right people

DV: Will make survey and add to the newsletter tomorrow

Next meeting 28.1 at 19:00 (Discord) and 10.2 (in person meeting in Berlin)

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