

Outreach & Communications Subcommittee Meeting Minutes
April 15, 2008

Attendance: Victoria Webb, Tom O'Donnell, Molly Tsongas (by phone), Keith Harrington

Victoria recommends that subcommittee members consider reading at least one of the green house reports prepared by the municipalities. The Marion County Plan is very thorough, as does Greenprint Denver and Portland's county plan. They can be found on Mike Bullard's (Info&Research) wiki:
<http://www.chescoinfoco.org/>

Victoria also suggested that Info & Research is going to work on a template for goals and recommendations based on these benchmarked county and municipal plans. Then we could outreach back to the other subcommittees for help in devising a structure in which to put their recs, missions and information.

Victoria has verified that a colleague will prepare three versions of the media in complete form for ~\$125 - \$250. Total Outreach budget could reach \$1000 this year. Tom O will take request to Steve. We already have resources for distribution; Tredyffrin public access TV and the chesco.org site.

Victoria, Keith, and Molly have suggested contacting Democracy Now to broadcast our program on alternative news channels. These can be found online as well as on cable. We will also check into NPR and PBS. (only after we have sufficient information to make our stories newsworthy)

Molly suggests that we need to understand our story better so we can put the information into context.

We will focus on framing the media event with the information that we have at hand. Marilyn and Victoria will craft an outline for the script and Keith has offered to finesse its framework. We will have a draft for Keith by April 29th. That gives him a week to develop. Our deadline for production is tentatively the second week of May. See Rockridge Institute for insight on frame and branding

Molly tallied brand naming results: Name in highlight is favored so far.

Clean Energy Chesco (3)

Clean Chesco (3)

Chesco Now (3)

Energy Independent ChesCo

Energy Secure Chesco

Greenprint Chesco is alternative idea that matches other communities.

Victoria will contact Steve F about the possibility of changing name/logo.

Logo question review:

- What do we want to convey as a feeling: modern progressive pragmatic
- Diffident, indifferent, uninformed—we want to appeal to everyone.
- Color: green, blue, shades of green: two colors is more economic
- Font; sans serif is more on trend and current.
- Uses: TV, print, web, tee shirts, banners, shopping bags, pins, bumper stickers, magnets, buttons.
- Logo needs to be designed in vector; Illustrator with font as a layer in order to easily change text/name. This can go directly to a printer for any conceivable format.
- File will need to get to Victoria prior to production for TV format/design.

We are going try 6:00PM for next meeting, April 29th.