

Outreach & Communications Subcommittee

Meeting minutes, May 27, 2008

In attendance: Victoria Webb, Tom O'Donnell, Sarah Caspar, Rob Bryer, Keith Harrington

1. We discussed ideas for letting the other subcommittees know that the template for reporting meeting “headlines” along with overall mission, goals, etc. Options include:
 - Email
 - Attending subcommittee meetings
 - Mention at next all-hands meeting
2. Keith and Victoria asked that email list for sending our media content be forwarded to them for compiling. Currently, Pat and Catherine are working on the lists.
3. We again discussed the idea of conducting a county-wide survey to develop information about the public’s interest and concern for various energy and global warming issues. The idea of creating a wallet sized survey with our website on the back came up. We are trying to find an efficient way to conduct the survey with the knowledge that the Landscapes survey card was quite successful. The purpose would be to help the Steering Committee, Task Force participants, Commissioners, and local municipalities formulate their ideas and actions to address the counties global warming programs.
4. The idea of holding a “Town Hall” meeting came up. The idea is for the Outreach Subcommittee to facilitate a meeting(s) that would be led by Steve Fromnick, and a panel of subcommittee chairs. Some of the ideas for timing would be to associate the Town Hall meeting with another event to make it easier for the public to attend.

We thought it would be necessary to have specific help from the county to organize such an event. Along those lines we would get answers to the following questions or needs:

- Who would help from the county?
 - What would the best structure be. We all agreed that Sen. Dinniman’s Town Hall meeting at Great Valley HS earlier in the year was successful.
 - We would canvas other subcommittees for input and guidance
 - We would focus on questions and priorities for the panel
 - The event would be preceded by an announcement through the news media, like the Daily Local
5. Sarah added that RTI, Univ. of Penn, and Temple all have college stations that may broadcast our media program. Sarah and Victoria Webb have nearly completed our list of paper and media contacts

6. The video shoot with Andrew is going to occur in mid June. Victoria is producing and creating a logo for this and for the Task Force to use. She will have the edited version of all 3 mediums ready to send out to Township Mgrs by the week of June 23. She will also deliver broadcast ready video to the various public access TV stations in the area, along with notifying PBS and other alternative news stations.
7. Victoria has designed a logo to be used for the video/podcast/broadcast initiative. Per Steve's request, it will replace the logo on the chesco site.
8. We will need much support from committee members for future media events. This may involve final input from subcommittees, email announcements, and further media outreach and coordination.
9. Going forward it would be great for a volunteer(s) to support writing articles and newsletters, letters to editor, etc. to keep outreach active. Who will volunteer?
10. We would like to see some outreach activities at any appropriate county events. This could take the form of a booth or table with hand-outs. We'd like to finalize our volunteers for upcoming events at the next meeting on June 24th.
11. Some of the new outreach events that we discussed include Farmers markets – need volunteers to pass out materials. Sources for markets can be found at:

<http://www.buylocalpa.com/splash.html>

<http://www.localharvest.org/search.jsp?map=1&lat=39.982089&lon=-75.603385&scale=9&ty=1&co=1&nm=&zip=19380>

<http://www.agriculture.state.pa.us/papreferred/site/default.asp>