



## MEETING AGENDA

This Meeting:	Capisic Brook Watershed Management Plan Marketing Initiatives Team
Date/Time:	10AM – 1PM, May 13, 2010
Location:	Woodard & Curran – Conference Room 1 41 Hutchins Drive, Portland

### Meeting Objectives

- Confirmation of Role of Marketing Initiatives Team
- Provide Overview of Project Status
- Understand Rationale for Draft Social Marketing Campaign
- Obtain Input on Draft Social Marketing Campaign
- Shared Understanding of Next Steps and Interim Deliverables

### Agenda

- Introductions
- Project Status
- Role of Marketing Initiatives Team
- Importance of Outreach in Sustainable Stormwater Management
- Presentation of Draft Social Marketing Campaign
- Discussion
- Next Steps
- Meeting Review – Plus/Delta

### Marketing Initiatives Team Description

Identify and engage team members for attendance at one (1) meeting to review results of watershed questionnaire and discuss draft social marketing strategy. Additionally, this team will be responsible for supporting the Marketing Focus Group meeting effort. Draft social marketing strategy will be informed by Cumberland County Soil and Water Conservation District Phone Survey of watershed residents.