



**Minutes
Gateways Network Working Group Meeting
Chesapeake Bay Program Office
Joe Macknis Memorial Conference Room (Fish Shack)
February 10, 2004**

Participating:

Lee Epstein, Marci Ross, Elizabeth Hughes, Marian Hrubovcak, Robert Carter, Lynn Bostain, Bob Campbell, Jonathan Doherty, Skip Meehan, Cheryl Branagan, Michael Land, Catherine Mueller. Dan Martin and John Davy via telephone.

Guests:

Janet Reingold, Joseph Ney and Vickie Jones

The meeting began at 10:10 a.m.

The minutes from the January 14 2004 meeting were approved

Promotion/Marketing/Communication Strategy (see attached file)

The discussion began with a brief overview by Janet Reingold of how the CBGN Communications Framework was developed including what types of information were gathered (i.e. conversations, emails, target audience research). Janet noted that the session was an interim working meeting intended to work toward consensus on communications and marketing goals.

Janet presented the draft goal statements, along with their associated target audiences and desired outcomes. Working Group members worked through each of the goal statements identifying modifications. Reingold staff made note of all suggested wording changes and will revise the statements based on the direction from the group.

Janet asked group members to submit any additional suggestions or comments no later than February 17. The Communications and Marketing subcommittee will meet with Reingold later in the month to review all changes and work on next elements of the overall strategy. The Working Group is expected to see a revised strategy at the March or April Working Group meeting.

Visitor Feedback Option for Gateways Website (Postponed to a subsequent meeting)

Update on Chesapeake Bay Special Resource Study (Postponed to a subsequent meeting)

2004 Meeting Schedule

Wednesday, March 19 – via conference call and at CBPO 3rd Floor Conference Room

Tuesday, April 13 – Fish Shack

Wednesday, May 5 – Merganser Room, Chesapeake Bay Foundation

Tuesday, June 8 – Fish Shack

Wednesday, July 7 – Fish Shack

August 4 – Fish Shack

Wednesday, September 8 – Fish Shack

Tuesday, October 12 – Fish Shack

Tuesday, November 9 – Fish Shack

Wednesday, December 1 – Fish Shack