

**WSAC Outreach Subcommittee Meeting
June 17, 2015**

Present: Doug Engfer, Greg Pepping, David Stearns, Mike Rotkin
Absent: Charlie Keutmann

June Sentinel Column

Mike volunteered to draft the June column. The group agreed that this month's column would be a good time to explore some of the challenges, characteristics and questions that the group faces when analyzing alternatives. Mike will use ASR as an illustrative example.

Action Items:

Mike will circulate a draft for review by subcommittee members by **Friday, 6/19**.
Subcommittee members' edits and feedback is due back to **Mike by Sunday, 6/21**.

Speakers Bureau Outreach

The subcommittee agreed to engage the full WSAC membership in promoting the Speakers Bureau to community groups.

Action items:

Greg to redistribute the group list he sent out in March.
Eileen to develop a flier that WSAC members can use to promote the speakers bureau program.
Eileen to distribute the flier and list of community groups to the broader WSAC group.

Mailer

Eileen presented a mock-up of a sample mailer and asked for feedback on potential content. The groups agreed to aim for early September for mailer distribution. Possible content could include:

- Background and purpose for WSAC
- Brief member bios and photos
- FAQs
- Timeline with key milestones and public programs/enrichments
- Watershed graphic
- Graphic depiction of the steps involved in the "final" alternatives
- The framework for agreement

Action Items:

All to give feedback on ideas for content
All to give Eileen guidance for graphic of