

# San Diego Regional Stormwater Copermittees Education and Outreach Workgroup

## *Meeting Agenda*

| Date / Time   | Location  |
|---|---|
| Thursday<br>December<br>3, 2020<br>9:30 a.m. to<br>11:30 a.m. | When it's time, start or join the WebEx meeting from here:<br><a href="https://mbakermeet.webex.com/mbakermeet/j.php?MTID=mc2ab8be6af3b7f888385dbe80343f300">https://mbakermeet.webex.com/mbakermeet/j.php?MTID=mc2ab8be6af3b7f888385dbe80343f300</a><br><b>Audio Connection:</b><br>202-860-2110 (Cisco WebEx)<br><b>Access Code:</b><br>179 687 2088<br><b>Meeting Password:</b><br>3J2v7eZC7yd |

1. **Welcome and Call Meeting to Order** (5 minutes) – Aaron Barrall
2. **Copermittee Introductions** (10 minutes)
3. **Non-Agenda Public Comment** (2 minutes per speaker)
4. **Old Business**
  - May 6, 2020 Meeting Notes **\*\* VOTE \*\*** (5 minutes)
  - October 28, 2020 Meeting Notes **\*\* VOTE \*\*** (5 minutes)
  - Previous Action Items (5 minutes) – Chelsea McGimpsey
  - Summer 2020 Radio Advertising Results (2 minutes) – Chelsea McGimpsey
  - Wet Season Advertising Campaign
    - Tarp Your Load Sponsorship Update (2 Minutes) – Stephanie Gaines
    - Television/Digital Media (5 minutes) – Chelsea McGimpsey
  - Project Clean Water (2 minutes) – Stephanie Gaines
5. **Behavior Change Marketing Campaign Update** (60 minutes) -- MIG
  - Campaign Plan Presented at October 28 meeting **\*\*VOTE\*\***
    - Target audiences, Budget and Activities, Approval Process, Strategy and Timeline, etc.
  - Project Clean Water Website Site Map **\*\*VOTE\*\***
  - Project Clean Water Logo **\*\*VOTE\*\***
  - Marketing Campaign Presentation
6. **Announcements** (5 minutes)
  - Working Group By-Laws (working draft by February meeting)
  - Promotional Items
  - Other Group Announcements
7. **Next Meeting** (2 minutes)
  - Special Meeting (Early January)
  - Regularly Scheduled Meeting (Early February)