

## **Advisory Committee on the Environment Education & Outreach Sub-Committee**

**Meeting Date:** December 15, 2015 (conducted by phone)

**In Attendance:** Susan Ratz, Mary Ann Hodge

**Key points from the meeting:**

- *brainstorming steps that would be needed to promote e-newsletter sign ups and increase social media interaction around green initiatives*
- *discussing how to monitor the level of online environmental promotion*
- *the need to understand where ACE committee members are active and comfortable online*

**Action Items, Person(s) responsible, Due Dates**

Survey and present to ACE committee members re how to sign up for city e-newsletter, Facebook & Twitter – Susan – January ACE meeting.

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**Meeting Date:** January 18, 2016 (conducted by phone)

**In Attendance:** Susan Ratz, Mary Ann Hodge

**Key points from the meeting:**

- *Susan provided info from the Build a Budget workshop on January 16th . Among items discussed, one highlight was learning that the LED light business case via Civic Works Committee in March/April 2015 might be a good one to look up as a reference for future projects ACE promotes/supports like the FOG cups. Susan also met Rob Paynter, Director of Communications who mentioned an Engagement Manager is being hired and this person could possibly be a contact within the Communications Department for our sub-committee.*
- *Susan and Mary Ann discussed ideas regarding promoting e-newsletter sign ups/social media interaction. Additional information needed before starting work on this was identified, and an email to Jay Stanford and Rob Paynter was created.*
- *A rough sub-committee report format was discussed.*

**Action Items, Person(s) responsible, Due Dates**

- *Finalize and send email to Jay & Rob – Susan & Mary Ann – week of Jan 18th*
- *Review rough draft of sub-committee report format – Susan & Mary Ann – January*
- *Create short reports for ACE – Susan – by Jan 22nd*
- *Start thinking about Dropbox – Susan – February*

**Next meeting:** February 8<sup>th</sup>, 2016 (by phone)