SGIP CMEWG MEETING MINUTES

Meeting/Project Name: Communications, Marketing, and Education Working Group
Date of Meetings: 7/18/2012  Time: 4pm Eastern
Meeting Facilitator: Mladen Kezunović, WG Chair  Location: Virtual

1. Meeting Attendance

Roll call: Mladen Kezunovic, Paul Boynton, Cuong Nguyen, Randy Wedin, Amanda Stallings, Mike Coop, David Milenthal, Leonard Tillman, Gail Dean, Tariq Samad, Jeny Dowlin, Janet Roark, Patti Webster


2. Meeting Agenda: Status & Action Items

The meeting covered the following items:

- Report from Portland
- Role of CMEWG during transition to SGIP 2.0
- Next steps

Current Items:

- Report from Portland
  - The Governing Board approved the Business Sustainment Plan regarding the formation of SGIP 2.0. Some details are still to be worked out.
  - David presented 2 sessions on the Value Proposition with the intent of receiving input/feedback from members of every Stakeholder Category
  - Minimum recruitment occurred – will begin full process once the new organization is created and has a bank account
  - Over 40 attendees did sign a non-binding agreement indicating they would support and encourage their company to join the new organization.
  - David volunteered to write a membership/revenue plan for the BSP by July 27

- Transition to SGIP 2.0
  - What will the role of the CMEWG be during the transition? What will be the role after SGIP 2.0 is formed starting January 1, 2013. Will it become an advisory group for the Marketing and Membership Committee? How can it assist the transition team during the transition?
  - The CMEWG feels strongly that the education portion of our efforts should also continue into SGIP 2.0
  - Is there a need to rebrand the SGIP, possibly changing “panel” to better reflect the goals of the organization?
  - ACTION: David will complete the positioning statement for each Stakeholder category

- Next Steps
  - ACTION: David and Mladen will work together on the marketing and membership plan to include suggestions on how the CMEWG can assist with and/or transition into the Marketing and Membership Committee. Efforts will be coordinated with Scott Ungerer.
  - CMEWG will provide feedback as requested as David and Mladen work on the plan.

3. Next Meeting – Virtual

Date: August 15  Time: 4:00pm EST  Location: Virtual  Objective: Review on-going activities