SGIP CMEWG MEETING MINUTES

Meeting/Project Name: Communications, Marketing, and Education Working Group
Date of Meetings: 8/15/2012
Time: 4pm Eastern
Meeting Facilitator: Mladen Kezunović, WG Chair
Location: Virtual

1. Meeting Attendance
Roll call: Mladen Kezunovic, Steve Widergren, Randy Wedin, Amanda Stallings, Mike Coop, David Milenthal, Leonard Tillman, Tanya Brewer, Sean David Baker, Jeny Dowlin, Janet Roark

2. Meeting Agenda: Status & Action Items
The meeting covered the following items:

- Role of CMEWG during transition to SGIP 2.0
- Next steps

Current Items:
- Transition to SGIP 2.0
  - The Membership and Marketing Committee (MMC) will absorb the activities of the CMEWG by January 2013. CMEWG will support the MMC during the transition with a focus on membership.
  - The MMC is currently developing documents with specific instructions on how to join SGIP 2.0.
  - The MMC has specifically requested that any member of the CMEWG who is interested in joining the MMC should contact either Mladen or the MMC chair. Members with marketing experience are especially encouraged to join.
  - Sean and Randy indicated their interest in working with the MMC. ACTION: Mladen will contact them regarding future assistance.
  - Discussion took place regarding the perceived lack of openness of current BSPWG transition activities. ACTION: Mladen will communicate these concerns to the MMC. It was noted that the BSPWG will begin public monthly meetings later in August.
  - David is continuing to work to complete the positioning statement for each Stakeholder category.
  - ACTION: The MMC has requested that each current CMEWG member write a brief value proposition statement regarding their specific stakeholder category.

- Next Steps
  - SGIP will have a booth at GridWeek on October 2 – 4. Need to determine the best use of this opportunity – membership outreach? Education? Need direction from MMC on how to proceed.
  - ACTION: The MMC has asked that each CMEWG member commit to working with their organization to encourage them to join SGIP 2.0. As decisions are made, please notify Mladen.

3. Next Meeting – Virtual
Date: Sept 19
Time: 4:00pm EST
Location: Virtual
Objective: Discuss transition responsibilities