SGIP CMEWG MEETING MINUTES

Meeting/Project Name: Communications, Marketing, and Education Working Group

Date of Meeting: 9/19/2012  Time: 4pm Eastern
Meeting Facilitator: Tariq Samad, WG Vice-Chair  Location: Virtual

1. Meeting Attendance

Roll call: Tariq Samad, Steve Widergren, Paul Boynton, Scott Ungerer, Randy Wedin, Cuong Nguyen, Mike Coop, David Milenthal, Leonard Tillman, Jeny Dowlin, Patti Webster, Janet Roark


2. Meeting Agenda: Status & Action Items

The meeting covered the following items:
- SGIP 2.0 Membership & Marketing Committee update
- SGIP 2.0 Design and Website Development

Current Items:
- Membership Activities
  - The Membership and Marketing Committee (MMC) priority is membership, specifically focusing on converting current SGIP 1.0 members to SGIP 2.0 members.
  - The MMC is currently developing the member kit which will include a letter from the Chair, an electronic or off-line brochure, application, dues structure and refined Value Proposition. Target distribution date is early October.
  - MMC is exploring directed web and periodical advertising.
  - The MMC would like CMEWG comments regarding the current activities and assistance with other tasks as needed.
  - ACTION: David to send a request to the CMEWG listserv requesting member assistance with identifying non-SGIP conferences to attend in 2013 in order to attract new SGIP 2.0 members. Also those with meeting/conference planning experience are encouraged to become a member of the MMC. **TASK COMPLETE**

- Website Development
  - The new web address will be sgip.org.
  - A new SGIP logo has been created.
  - MMC would like input from the CME regarding the design of the new web.
  - The new site is currently a good reference location but it will be refined to include more emphasis on membership development.

3. Next Meeting – Virtual

Date: October 12  Time: 4:00pm EST  Location: Virtual  Objective: Discuss transition responsibilities