

**Multimedia Subcommittee Meeting  
May 12, 2009**

**Meeting Minutes**

Participants: Tom Coogan, Dave Fiedler, Annette Fulgenzi, Sara Johnson, Terry Polen, Chip Scroggs, Hugh Stirts, Audrey Zelanko.

**ECOS/ National Comprehensive Environmental Compliance Assistance Initiative**

- We are still waiting for the transition between Mark McDermid and Steve Chester to occur. Mark McDermid initially represented ECOS on this initiative. Steve Chester, Director the Michigan Department of Environmental Quality, is the chair of the ECOS Compliance Committee and will now serve as the contact.
- In the meantime, Dave Fiedler prepared a draft talking point document that will be used when the dialogue on the initiative begins.
- The majority of the meeting was spent providing comments on the document. Attached is the new version. Written comments from Audrey Zelanko and Linda Sadler were included in this draft.
- Our programs need to evolve. Use new more meaningful terms to describe what we do. For example replace “assistance” with education. We are industry educators.
- New report out from Region 2 shows that states with strong compliance assistance programs have better overall compliance rates.

**National SBEAP/SBO Conference in Louisville, Kentucky**

- Dave Fiedler will produce an overview of what the Subcommittee accomplished since the last national conference. That piece will be handed out at the Multimedia Subcommittee Working Session on Thursday, June 4<sup>th</sup> from 1 to 2:00 pm.

Next Meeting is Tuesday, June 9, 2009, at 2:00 pm (Eastern)