Multimedia Subcommittee
08/09/06 Conference Call
Minutes

Present on call: David Byro, Dan Clark, Dave Fiedler, Richard Rasmussen, and Phyllis Strong

I) Continued work on revalidating our 2003 Multimedia survey results.
A) We went over Tom Coogan's comments on the draft survey questions at http://www.smallbiz-enviroweb.org/sba/survey/mmlogin.asp.

Is your program officially multimedia? (Optional)

Yes If yes, then select all that apply from the following:
State Statue or Regulation
Local Ordinance
Other Guidance (Enabling Documentation) or Policy (Reasoning)

For those who choose **No,** we want a space to allow them to explain things. They may not be officially multimedia, but they may practice multimedia in other ways such as through internal training or on an informal basis. We might be better able to understand their programs if we have these explanations.

What are your sources of funding? (Optional)
Correct the grammar error so that it says of funding instead of or funding.

Contact information
Tom asked if we really needed to collect this information. He thought people might be more willing to answer our optional questions if they could do it anonymously. We decided that we did want to collect this information. We were asked to revalidate the results collected from our 2003 survey. Without the contact information we really couldn't revalidate our old results. We also decided that we got a pretty good response rate in 2003 and so we were willing to see how we would do this time. We'll see what kind of response rate we get to our optional questions.

We forgot to discuss Tom's idea of adding a question on the direction of the multimedia subcommittee. An example would be as follows. **Our multimedia subcommittee has almost completed its original tasks. What would you like the multimedia subcommittee to work on in the near future?** Phyllis will ask the group for their opinions by e-mail.

B) We suggested adding another question as follows.
6) If you found it difficult to answers the previous questions or would like to clarify how your program works, provide a link to a document or a brief explanation here of how multimedia compliance assistance is provided in your state. Information on kinds of services, staffing and funding, and structural organization would be helpful. See the example below. (Optional)
Dave Fiedler will send an example to the group within a week or two.
We need Audrey's input to see if this is workable.

C) We discussed the introductory section of the survey. Suggestions for rewording were as follows.

This survey is being conducted to update and further delineate information about which Small Business Ombudsman/Small Business Environmental Assistance Programs (SBO/SBEAPs) under Section 507 of the Clean Air Act offer multimedia services, as well as to determine next steps for the NSC multimedia subcommittee to facilitate multimedia activity within SBO/SBEAP. ……
……..
Please complete this form to describe your 507 assistance program for small businesses.

D) A suggestion was made that we do not send the survey to programs at SBDCs, as this person didn't feel these programs were truly 507 programs. Not all on the call agreed with this assessment. We decided that we did want the survey to go out to all programs as before, no matter where they are located.

II) Gave update from National Steering Committee (NSC) meeting last week in DC. NSC feels multimedia is a priority issue. NSC wants to see stronger ties between our Multimedia Subcommittee and NCAP.
Phyllis has worked with Annette Fulgensi and Francis Hartwell and has approval to have a Multimedia Subcommittee member participate in NCAP calls. There have been no recent NCAP calls. NCAP may have a call on 8/15. If so, Phyllis expects to participate in this call. Multimedia Subcommittee members are invited to serve in this role. Please contact Phyllis if you would like to serve as our liaison on these NCAP calls. Terry Polen has said that he will serve as a back up if needed.
Phyllis has already asked if NCAP can have a member participate in our calls. Phyllis will ask again. Bob Nicholson had served in this capacity, but could no longer do so when he was not reappointed to the WI CAP.

III) Decided to wait to set next call until after Audrey has been able to go over our minutes and make adjustments to the draft survey questions and send it out for review again.