

Multimedia Sub-Committee Conference Call  
Minutes  
Thursday, 10/20/05

Present on call: Tom Coogan, Greg Copely, Phyllis Strong, and Audrey Zelanko

#1 We discussed Scott Butner's request for interest in a session at the National Environmental Partnership Summit in Atlanta this May on *Innovative Use of Information Technologies in Delivering Technical Assistance*. We agreed that it would be better to promote the entire Small Business Environmental Home Page overall and highlight both the Promotional Success Stories Page and the Multimedia Peer Center (MPC) as particular tools available.

Phyllis was to contact Annette to see if she agreed.

[Phyllis already contacted Annette who agreed with this approach.](#)

Then Phyllis was to contact Scott Butner to get his reaction to the idea.

[Phyllis already contacted Scott. He thought there might be a possibility of using our idea. He will weigh it with others he receives and will get back to us around 11/11. \(Some travel scholarships are available but must be arranged through the organizing committee.\)](#)

#2 We discussed Greg Copely's idea for a session at this same conference. Greg is considering proposing a roundtable forum type session without formal presentations. He would invite attendees to discuss economic benefits to businesses for compliance and pollution prevention activities. Our response was positive.

#3 Use of the MPC is minimal. This is what we feared. We only had activity reported from one Mentor Volunteer; it was actually under 2 hours of activity. Audrey will work on a simple database to house this information after it is collected. At some point, we may be asked for this information.

#4 We talked about methods of promoting use of the MPC.

We agreed that during the next NSC call Phyllis can remind NSC representatives to promote the use of the MPC in their region.

We agreed that Audrey would send out announcements promoting the MPC and its ability to identify industry sector experts and EPA rule experts.

[Audrey e-mailed this announcement through the list serve on 10/21/05.](#)

[Karen forwarded this e-mail directly through her distribution list on 10/24/05.](#)

We agreed that Audrey would prepare a flier about the MPC. The flier will focus on how the MPC can help you in your work. Audrey will ask Karen to insert it in her next regular mailing.

We will ask Karen to include a paragraph about the MPC in her semi-annual SBO Update.

We will put an MPC promotional piece on our Multimedia Sub-committee Update that we provide for the 2006 annual conference packet.

#5 We discussed a suggestion from one of our Mentor Volunteers, Sally Tarowsky of Idaho. She had suggested that we have regulatory "experts" information entered into our MPC database.

We decided against this idea. We don't want to pester our mentor volunteers by asking them to provide more and more information. We think rule expert information is already available in the MPC database, even though it isn't directly called out. For example, if you choose Construction under Industry Sector Expertise and Water Quality under Type of Multimedia Assistance Offered, you will have ID, OR, and TX pop up. You can expect the contacts listed by the ID, OR, and TX programs to be familiar with Construction Stormwater regulations because these regulations have a significant impact on this industry.

#6 We decided to hold off on the next call until January so that we could have another quarter of activity to consider.