

Multimedia Sub-Committee
10/26/04 Conference Call
Minutes

Present on call: David Byro, Roslyn Jackson, Greg Copley, Nancy Larson, Richard Rasmussen, Maria Rivera, and Phyllis Strong

#1 We discussed proposed breakout session for 2005 Conference in MS.

a. Do we have any feedback from the Planning Committee about whether they like our idea for a break-out session?

Our preliminary feedback shows that they like our idea. We should know whether are not they officially accept our proposal after they have their face to face planning meeting in MS during the 3rd week in November.

b. Do we have acceptable scenarios for our presenters?

We have 5 scenarios so far. Four of these were forwarded to the MS Conference Planning Committee; we received one new one since then. Group members decided that they can give these scenarios a quick glance before our next call to see if they meet our basic idea of presenting an SBAP program with situations where businesses request help and a response could offer compliance support in media besides air. Members will wait to do thorough reviews of these scenarios until after we know if our proposal for a break out session has been accepted by the MS Conference Planning Committee.

c. How will we choose presenters?

We need to have some criteria to ensure that we get good representation of multimedia programs.

We can invite staff from the list of programs that indicated expertise in all media on our on-line Multimedia Survey. These programs are listed below. They are SBAP programs unless otherwise indicated. Region 1 – CT (need to clarify), ME, & VT; Region 3 – DE, PA (need to clarify), & WV (SBO); Region 4 – AL, SC, & TN; Region 5 – IN (need to clarify); Region 6 – LA, AR, & TX; Region 7 - IA, KS, & MO; Region 8 – CO & MT; Region 9 – CA (Sacramento) & NV.

We can also invite staff from those programs that indicated to Karen Brown that they feel that they run model multimedia programs. We will just have to stay in contact with Karen to find out which programs submitted information about why they are a model for a multimedia program.

We will wait to send out invitations until we know for sure that our proposal for a break out session has been accepted.

The invitations will -

- explain that we are planning a break-out session
- will describe what we expect out of this session
- say that they indicated they do work in multiple media (based on the results of our survey or Karen's request for models of multimedia programs)
- ask them if they would like to participate (we could suggest that they apply to the Planning Committee for coverage of travel costs if that would be a problem for them)

Once we have volunteers we can send them a scenario and ask them to respond to it in writing. We can then use this submittal to make our choices.

d. Will we let presenters prepare and distribute a hot sheet about their program?

Yes. The hot sheets should be very brief and address sources of funding, structure, areas of expertise and level of willingness to mentor, and contact information.

e. Do we want to allow time at the end of the break out session for sign-ups for assistance?

No, this is something they will need to discuss within their own program before making a decision. Time at the end of the session can be used for questions and answers.

#2 We discussed feedback from Audrey Zelanko and Karen Brown about working an Experts List and Peer Match program into our Small Biz web page.

Audrey Zelanko can work with us to incorporate the Peer Match Program and Technical Experts Directory onto the Small Biz web page. She has complete support from Karen Brown. Audrey will join our phone calls to discuss our ideas. We want to focus on using the work Audrey has already done on the Small Biz web page and seeing how we can tailor it to fit our needs. Audrey developed a draft document to meet our needs. Members are to look over Audrey's draft document and be prepared to discuss it at our next conference call.

#3 National Compliance Advisory Panel (NCAP) Multimedia White Paper
No further news since our last phone call.

#4. Karen Brown's Multimedia Conversion Situation Analysis.

Richard gave us an update on the progress of this initiative. Suffice it to say there was good discussion from the programs and attendees. Both Jay Benforado, director of the National Center for Economics and Innovation, and Rob Brenner, Deputy Administrator for the Office of Air and Radiation, were very interested and receptive to our desire to move multimedia forward for all the programs. This meeting provided a very good follow-on to the initial meeting that Karen and Jay had had earlier with Rob Brenner.

#5 We will set our next call based on our and Audrey Zelanko's schedules.