

Minutes for the Promotional Subcommittee Meeting

April 7, 2010

Attendees: Paula Zampieri, Audrey Zelanko, Rachel Cochran, Christine Hoefler

National Steering Committee updates (standing agenda item)

Website updates (standing agenda item)

Audrey provided update on Home Page migration to another company server. Still doing research and will make the change and will improve technical issues over the next month.

EPA TTN Website Review Group Update (Mike and Audrey) <http://www.epa.gov/ttn/atw/eparules.html>

Audrey provided update on EPA TTN Website Review Group Update. Audrey provided Gary Blais with comments on re-organization of site in mid-March. One suggestion was to use a simple database for user to search for tools and allow the user to search by rule, industry sector, EPA or state tools, and type of tool, etc. Other organization options were suggested as well. Nothing has been received via the workgroup since that time.

SBEAP Report Activity Summary for 2007-2008
<http://www.smallbiz-enviroweb.org/aboutus/reports.aspx>

Paula discussed how they could not find out the original publisher of the national factsheet. PRIZIM will redesign the factsheet based on the subcommittee's ideas about content and design. We will first focus on the 2007-08 report to develop a national factsheet. PRIZIM will do the main brochures, and design a separate one for states in pdf with fill in the blank areas.

We discussed how to go forward. It was decided that the group would provide Mike with comments on the brochure by April 30 so that everything can be compiled by the next call on May 5. Paula asked for substance suggestions but also recommendations on the look and design. We do not have to follow the past format. We decided to do the national factsheet first and then use that to

go forward on the recommendations for the state template.

Promotional Committee Working Session at the June Conference
http://www.sbeapconference.com/agenda_conf.asp

For the conference, ideas include how Paula can use the smallbiz@epa bulletin better to get information and feedback from the states, looking at the PRIZIM mockups, updating on the EPA TTN Website redesign, and anything else determined by the next call.

Next Steps

The goal will be to get the comments on substance and style for the fact sheet by the next meeting. Then we can provide the details to PRIZIM and they can do a few mockups of the national factsheet by the conference.

Next Meeting: Wednesday, May 5, 2010 2:00-3:00pm Eastern