

## **NSC Meeting Minutes Tuesday, December 12**

### **Guidelines revision**

As our programs are continually evolving, the guidelines subcommittee has revised the guidelines to clarify procedures for voting and define roles. The NSC will distribute the guideline revisions for comments from state programs and then a vote to adopt them will be held in January.

### **Multimedia Initiatives**

There are 2 concurrent activities going on with this action: ECOS & NCAP

#### *ECOS*

Rene Bashel of WI and Dave Fiedler of MI are working with the ECOS cross-media committee to get a resolution supporting our actions. However, they usually focus on specific legislation and funding initiatives, and we are not at that point yet. So, now we are looking at getting a letter of support from the committee. We hope to have approval for that in the spring. Arleen Odonnell, MS Commissionr and the chair of the cross-media committee will survey the state commissioners prior to the Spring meeting to get a feel for support. They will then provide a letter of support to the USEPA Administrator and NCAP chair. Later on when we have identified the legislation/funding we will be able to get the resolution from them. The NSC members will get the word out to the states so our programs brief each of their commissioners prior to the letter going out to make sure the programs are fresh in their minds when the letter arrives.

#### *NCAP*

The other approach is through the NCAP. Right now there is a proposal that has gone to the IL state Governor's office. It outlines the need for multimedia as well as funding issues. It is in bullet point format. They also received the brochure that the NCAP worked on earlier this year. Their suggestion was to wait until after the Lame Duck Session was over to send out the information to the state representatives to try and secure them as champions in Congress. There has also been some interest on the part of Senator Obama's office, we are waiting for a response from his staff.

The next NCAP call is on Tuesday Dec 19th.

### **2005 Annual Report**

We started looking at the age of the available reports and found that they were out of date and wanted to see how the next one was coming along. There is a bottle neck in getting the information from the states. I want to have as much participation as possible. We will put out another call and after a week those that have not reported will go in the report as "not reporting" We think a combination of factors brought response down including reporting via email instead of online system and many reports that were emailed never reached the intended destination. NSC is to work with states to get them to submit their reports for 2005 if on the list of those missing.

## **ICR Call**

The next call will be on Friday. We will go over the changes that were suggested at the last meeting and then included on the current survey. We want this to get out to the states by the end of January so they can start trying to collect the data we need. What we are doing is merging the old survey with the Measurement Subcommittee suggestions. Programs looking for ideas should look to Measurement workgroup suggestions for guidance until the ICR is firmed up.

## **National Conference**

The Subcommittee met this morning with the EPA and PRIZIM people. PRIZIM is working on the contract with the hotel. It looks like it will be held at the Crown Plaza Riverfront in St. Paul, MN on June 18 – 21. We did get 72 responses to the survey concerning what people would like to see at the conference so we have a good foundation to work on. People are very interested in “beyond air” issues. Based on the Survey we are breaking the sessions up into several tracts and committee members will be assigned to one tract and work on organizing the corresponding sessions. We also want to have linkages with Outcome measures in each session to form an underlying theme for the conference.

There are still a few issues to work out on funding. Due to the different funding mechanism we are looking into how to fund dining activities such as the reception and the awards ceremony. We will try to get that funded through the state, but we may need to charge a registration fee to fund it.

Travel Scholarships will not be funded through the contract. The EPA SBO will still have some funding available.

Discussed with group when the tracts are developed if there will be a call for speakers? Will be dependent on the group and their approach. Mike Nelson will make sure that the groups know that the NSC distribution emails will be a good tool for helping to find speakers if they are needed.

There were several after hours activities that are recommended: River Paddle Boats, Comedy Club, Mall of America, and general tours

## **Subcommittee Reports**

### *Technical Subcommittee*

Area source rules. There have been difficulties getting the rule writers to collaborate with the program representatives. They do not seem to understand that not all SBEAPs are located within Enforcement bodies. They are talking with the enforcement people thinking that they are getting our opinions also. The other big issue are the questions with the new dry cleaner rule promulgated in July. We have created a support section on the Small Biz website, with tools and fact sheets to help with outreach and technical assistance. In the future new rules will receive the same attention on the website. We will send out the link with a paragraph describing the tools to Annette for distribution.

### *Promotional Subcommittee*

Chris Lynch, Chair had a conflict so Kenya gave the report.

We need some direction from the NSC. We have a number of ideas, we just need to know what to focus on. They include: the 2005 data, revamping the web page, and a monthly newsletter for the SBEAPs to increase program to program communication.

We need to update the small biz web page to make it fit our current uses and audience. We need to think about budget for the contract. Also Promo committee should communicate with the NCAP on activities so we can get input.

Kenya indicated a monthly newsletter would not be just technical information, but also success stories etc. to make it fun.

The 2005 summary and update of the website were seen as priority to support our initiatives to go multi media. Maybe the website could have two sides one for the public and one for the programs.

Discussed experiences of referring someone to the website and then realizing that it would be difficult for them to find what they need. We need to find out the scope of Audrey's contract.

### *Multimedia*

Most recent project is a multimedia survey to refine and update information from the previous survey. It will be available online and is being tested now, should be launched in January.

### *Awards*

Amelia Gooding was Chair of the group and now the committee is functioning with shared responsibility until a chair can be found.

There has been a lot of work put in to refining the questions to make it easier for both submissions and review. We want as many submissions as possible, but will have a firm deadline.

### *Measurement*

Kenya: If you have any measurement tools send them to Tiffin at PRIZIM.

### *Guidelines*

Sally: nothing more here

### **Other**

Discussion of whether a person should be able to run for the NSC if they do not contribute to the annual report and other reporting functions to support the programs. The committee suggested it be a recommendation to the guidelines subcommittee.