



Chesapeake Bay Program

Science. Restoration. Partnership.

2015 Chesapeake Executive Council

Meeting Date: Thursday, July 23, 2015

Location: U.S. National Arboretum, Washington, DC

EC Planning Team Chair: Margaret Enloe
410-267-5740 menloe@chesapeakebay.net

2015 Chesapeake Executive Council

Public Meeting Page:

http://www.chesapeakebay.net/about/ecmeeting/2015_executive_council_meeting



The screenshot shows the homepage of the Chesapeake Bay Program website. At the top left is a logo with a yellow sun and a black bird in flight over blue waves. To its right is the text "Chesapeake Bay Program" in a large, bold, black font, with the tagline "Science. Restoration. Partnership." underneath. Further right is a search bar and a "Search" button. Below the header is a dark blue navigation bar with white text links: "Home", "Discover THE CHESAPEAKE", "Learn THE ISSUES", "Track THE PROGRESS", "Take ACTION", "In The NEWS", "Bay Resource LIBRARY", and "About The BAY PROGRAM". The main content area features a large photograph of a white building with a porch, surrounded by lush green trees and red flowers. Overlaid on the left side of this photo is the text "2015 Executive Council Meeting" in a large, bold, yellow font, followed by "July 23 at the National Arboretum" in a smaller, bold, yellow font. Below this, a paragraph of text states: "This year's meeting of the Chesapeake Executive Council will be held on Thursday, July 23, at the U.S. National Arboretum in Washington, D.C., to set goals and guidance for the partnership." A blue button with the text "Learn more »" is positioned below the paragraph. On the right side of the main photo, there is a small inset image titled "2015 Executive Council Meeting" showing a similar scene. Below the main photo, there are three columns of content. The first column is titled "Chesapeake Bay News" and includes the date "July 07, 2015" and the text "From the Field: Chesapeake Bay". The second column is titled "Critter of the Month" and features a small image of a raccoon. The third column is titled "Chesapeake Bay Watershed Agreement" and includes the text "Bay Program issues draft management strategies".

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2015 Executive Council Meeting

July 23 at the National Arboretum

This year's meeting of the Chesapeake Executive Council will be held on Thursday, July 23, at the U.S. National Arboretum in Washington, D.C., to set goals and guidance for the partnership.

Learn more »

2015 Executive Council Meeting

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Chesapeake Bay News

July 07, 2015

From the Field: Chesapeake Bay


Critter of the Month



Chesapeake Bay Watershed Agreement

Bay Program issues draft management strategies

EC Member RSVP status

 Attendance Confirmed

 Pending

 Availability Confirmed

 Not available

- | | |
|--------|---|
| 1. VA | Terry McAuliffe, Governor (EC Chair) |
| 2. CBC | L. Scott Lingamfelter (VA), CBC Chair |
| 3. DE | David Small, Sec. DNREC (& Sec. Ed Kee) |
| 4. DC | Muriel Bowser, Mayor |
| 5. EPA | Gina McCarthy, Administrator |
| 6. MD | Boyd Rutherford, Lieutenant Governor |
| 7. NY | Jenny Zeng, Assoc. Dir for Fed. Policy, Gov's DC offc |
| 8. PA | John Quigley, Sec. DEP |
| 9. WV | Earl Ray Tomblin, Governor |

Advisory Committees

1. CAC Chair 2. LGAC Chair 3. STAC Chair

Guests for luncheon

1. USDA Ann Mills, Deputy Under Sec.
2. DOI Karen Hyun, Deputy Asst. Sec. for Fish, Wildlife & Parks

Logistics – Location

U.S. National Arboretum

1305 New York Ave, N.E. Washington, DC

Suggest using
R St. Entrance



Entry & Lobby area, gardens



Private Luncheon room

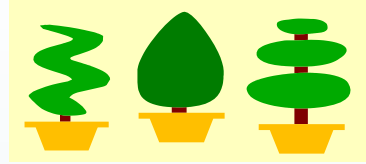


Staging room (and extra for pvcy)

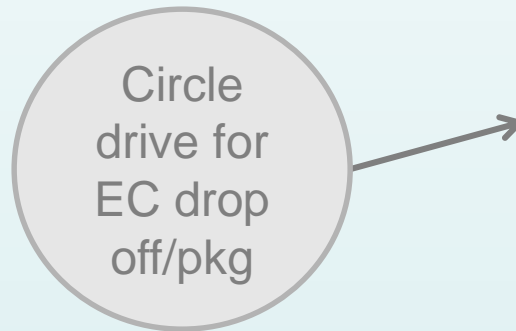
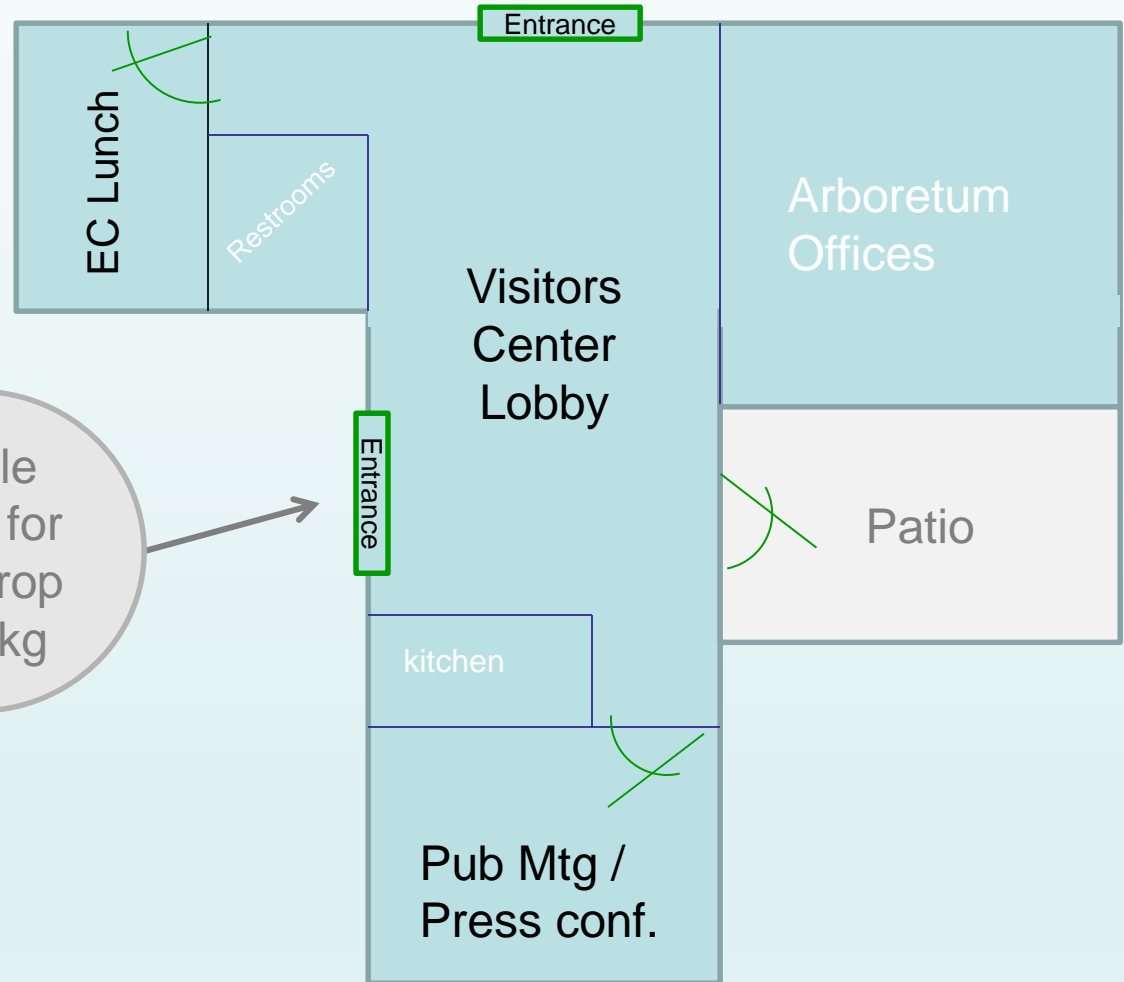
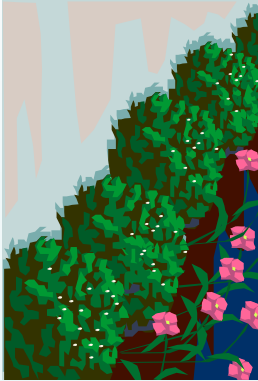


Public Mtg/Press Event room





General
Parking



Arboretum Visitors Center layout

Content

Overall Theme/Focus areas

Chesapeake Bay Watershed Agreement

Management Strategies communications themes

- Abundant Life
- Clean water
- Climate change
- Conserved lands
- Engaged communities

Content

Agenda – At a Glance

Note: Advisory Committees meet with EC Chair & other EC members independently of this mtg

10:45a.m. EC Members Arrive

11-12:15 ***Private Lunch*** (EC membs. & +1s; & AC Chairs)

12:15-2:15 ***Public Session with Press Conference***

Content

Agenda - detail

Note: Advisory Committees will meet w/ EC Chair & other EC members independently of this mtg

10:45 EC members arriving

11-12:15 ***Private Lunch*** (EC membs. & +1s; & AC Chairs)

11-12 Discussion – Topics (15min AC issues/45mins other)

12-12:05 Briefing for press event – Margaret Enloe

12:05-12:15 *Group photo & Transition to Press Conference*

12:15-1:15 ***Public Session & Press Conference***

12:15-12:20 Welcome, Purpose – EC Chair, Gov. McAuliffe

12:20-12:35 State of the Program – CBP Director, Nick DiPasquale

12:35-12:50 Presentation of MSs – PSC Chair, Molly Ward (VA)

EC member discussion/remarks

12:50-12:55 Closing remarks/open Press Conf. – EC Chair

12:55-1:15 EC Panel for media Q&A

Private Lunch - discussion

Topics (Currently under final review by PSC)

- Riparian Forest Buffers
- Livestock Stream Exclusion (USDA)
- Rivers of the Chesapeake (DOI)
- Financing Restoration

- Advisory Committee discussion

Communications - Schedule

Tue, July 7	Posting to CBP website homepage
Thu, July 9	Advance notice to select Media
Fri, July 10	ALL BRIEFING BOOK MATERIALS FINAL / POSTED
Mon, July 13	CBP Media Advisory sent Draft Media Release out for review (Planning Team, Comm Wkgrp)
Tue, July 14 (11am)	Planning Team & Security Site Visit/Walk Through
Thu, July 16	CBP Bay Brief distributed with EC info
Tue., July 21	Reminder to media Final comments on media release due by NOON
Wed., July 22	Logistics team – advance set up
Wed, July 22	Deadline: media to confirm attendance
Event day	EC Meeting – staff/volunteers on site by 8:30a.m. Set up complete by 9:45am

Notes on Handling of Media:

- Media check-in: Required. There will be a check-in table at a convenient location TBD.
- Press Conference: Media should use the microphone when asking questions and identify themselves and their news organization during the news conference.
- Interviews with EC members: Requests to interview specific EC members will be referred to the partner's communications lead and take place after the news conference concludes.