



Communications Workgroup April Meeting

April 4, 2018 | 1 to 2:30 p.m.

Room 305 | Phone: (202) 991-0477 | Code: 903-7008

Adobe Connect: <https://epawebconferencing.acms.com/comm>

Calendar

To find holidays, conferences, community outreach events and communications initiatives, please visit (and add to!) our Communications Workgroup Google Calendar: <http://bit.ly/2F3RhWX>

Agenda

- 1:00 – 1:05 Welcome and Roll Call
- 1:05 – 1:15 Campaign Debrief: Choose Clean Water Coalition Lobby Day
Kristin Reilly will summarize the successes and lessons learned from the Choose Clean Water Coalition's Lobby Day.
- 1:15 – 1:45 Chesapeake Bay Awareness Week
Rachel will give an overview of the history of this week and describe the events that have been scheduled so far. The group will discuss ideas for a watershed-inclusive theme, share the events they have planned or will be attending, and discuss any social media posts/blog posts/press releases they intend to share.
- 1:45 – 1:55 Messaging the Midpoint Assessment
The results of the [Chesapeake Bay TMDL 2017 Midpoint Assessment](#) will be announced in late May. Rachel will give an overview of the EPA's intended communications and messaging around this announcement.
- 1:55 – 2:05 Wild and Scenic Rivers Act
Rebecca will discuss the process for designating a [Wild and Scenic River](#) and gauge interest in designating a river within the watershed.
- 2:05 – 2:15 Update on Workgroup Goals and Concerns for Management Board
Workgroup staff plan to discuss challenges facing the Communications Workgroup at the April Management Board meeting. Rachel will give an overview of what will be discussed and invite the group to add needs or ideas that will help make the workgroup as effective and helpful to members as possible.
- 2:15 – 2:20 Call for Retreat Planning Committee Volunteers
- 2:20 – 2:30 Open Discussion
An opportunity for members to ask questions or discuss news we haven't covered today.

Next Meeting: Wednesday, May 2, 2018 | 1 to 2:30 p.m.

- Campaign Debrief: List-building (Kristin Reilly)
- GIT Project Update from the Diversity Workgroup; Enhancing Partnering, Leadership and Management Goal Team; and Maintain Healthy Watersheds Goal Team
- Expedition Chesapeake