

**Boardman River Dams Committee Communication Team
Monday, October 23, 2006
4:00 p.m.
Room 114, Hagerty Center**

Meeting Agenda

- 1. Establish Communication Team Goals for Winter 2006/2007**
 - Outreach: What is the message and who is the audience?
 - Public Education: What do people want and need to know?

- 2. Determine Action Strategy**
 - Review ideas and tactics brainstormed at previous meetings (attached)
 - Add/delete ideas
 - Prioritize by potential impact

- 3. Plan for Implementation**
 1. Resource needs
 2. Timelines
 3. Roles

Communication Ideas and Tactics

1. Community Presentations
2. Invitation to Participate
3. Quarterly newsletter to be available in public areas
4. Insert used in City and/or County mailings
 - TCL&P
 - City of Traverse City
 - Grand Traverse County
 - Townships
5. Traveling Photo Display/Photo show on website
6. Table at Community Events
7. Information Boxes
8. Website
9. Mailings
10. Communication numbers presented to BRDC