



**Chesapeake Bay Partnership
Principals' Staff Committee Meeting
Wednesday, May 21, 2014
4:30 p.m. – 6:00 p.m.**

Conference Line:

1-866-299-3188

Conference Code

410-267-5731

Web conference:

<https://epa.connectsolutions.com/psc>

Agenda

I. Welcome and Review of Agenda (4:30 – 4:40 p.m.)

PSC Chair, Joe Gill, will open the meeting with an introduction, attendance and objectives for the call.

Materials:

- I.a PSC Actions and Decisions from May 6 call
- I.b Draft Agreement with PSC-approved revisions (May 8 version)

II. Agreement Issues (4:40 – 5:15 p.m.)

- **Signatory Clearance** – Discuss any issues that would prevent EC members from signing.
Presenter: Joe Gill, PSC Chair
- **Federal Clearance** – Discuss Federal Leadership Committee (FLC) request to identify participating FLC agencies on the affirmation page of Agreement (if approved, number of federal agencies would need to correlate with wording on p. 3 (“...12 federal agencies...”)
Presenter: Shawn Garvin, Regional Administrator, EPA Region III
Requested Decision: Decide on inclusion of federal agency listing on the affirmation page.
- **Agreement Format and Layout** – Preview of publishing format.
Presenter: Margaret Enloe, CBP Communications Director
- **Supporting Documents**
 - A. **Outcome Justification Document** – Overview of the template for a public document that will explain how each outcome was developed. Two formats: one for measurable outcomes and one for developmental outcomes.
Presenter: Margaret Enloe, CBP Communications Director
 - B. **Public Comment Response Table** – Preview of draft table summarizing public comments and how each issue was resolved in the final Agreement. Table will be posted on the CBP public webpage.
Presenter: Joe Gill, PSC Chair

Materials

- II.a – Revised affirmation page example
- II.b – Presentation, Agreement format design
- II.c – Outcome Justification Document (template)
- II.d – Public Comment Response Table

III. Management Strategy Development – Communications and Stakeholder Outreach

(5:15 – 5:35 p.m.)

- **Framework for Stakeholder Outreach**

The PSC directed the Communications Workgroup to develop a basic framework to assure that stakeholders who are interested in Management Strategy development are informed throughout the process. Discuss the workgroup's recommendations and provide feedback.

Presenter: Mike Land, Communications Workgroup Chair

- A. Notification/posting information (passive) – Website, Bay Brief
- B. Outreach to engage stakeholders (proactive) – How and level of effort
- C. What are we and each GIT doing now? How can be expanded to meet expectations of partners and advocacy groups?
- D. Specific issues:
 - Reaching non-traditional stakeholders
 - Diversity of stakeholders
 - Better information sharing

IV. Executive Council Meeting Logistics and Communications

(5:35 – 5:55 p.m.)

- **Agenda**

Overview of the EC Planning Team's recommendations for the June 16 Executive Council meeting. Finalize meeting plans and luncheon topics.

Presenter: Margaret Enloe, CBP Communications Director

- A. Public Meeting
- B. Luncheon and official Agreement signing
- C. Press conference and ceremonial poster signing

- **Press strategy**

Overview of plans and messaging for a CBP press release on June 16 and request for individual jurisdiction press releases in the following days/weeks.

Presenter: Margaret Enloe, CBP Communications Director

- D. Materials on public web pages and in press package
- E. Partnership press release
- F. Individual jurisdiction press releases

Materials:

- III.a – Presentation – EC logistics and agenda
- III.b – Public website (http://www.chesapeakebay.net/about/ecmeeting/2014_executive_council_meeting)

V. Next Steps and Meeting

(5:55 – 6:00 p.m.)

Potential topics for next meeting: Review of draft governance document and timeline for completion; management strategy template; public and partner tools for management strategy development; PSC call week of June 2.