**MWTP SC**
**Notes February 8th, 2023**

1. Introductions and agenda (All 5 min)
    a. Topics?
    b. Approve notes 1/25/23 - **approved**
    c. Assign Notetaker for today - **Kylie**

2. Communication Plan (60 min)
    a. Introduce Katie Hodge, BSPR (DK) – **BSPR will be here to help, and we remain the face and primary outlet of outreach**
        i. Draft Press Release
            (1) Director quotes – FWP - **done**
            (2) Ready for 2/23 or 2/24 - **Press release, the PIOs will connect to plan the process for sharing press releases**
            (3) Review draft press release from Big Sky PR **To come to us by 2/9, then will be on Teams, and our comments should be done by 2/15. Unlikely to get a lot of play in media – definitely most interest will come from partner types**
        ii. RAC cards or similar for contact list stakeholders – **Big Sky PR will develop basically a one-pager, with QR code, for short comms to get statekolders to the website etc. Time frame – draft within a week or 2, with SC comments by Feb 23. Will be printed and also digital version and social media.**
        iii. Touch on Communication Plan drafted by Big Sky PR **18 pages so far – pulling from everything we have developed so far. Incl webinar. Goal finalize draft in next 2 weeks/end of month. Aim to finalize by March 16 meeting. Talking points, agency lead in answering that question/talking point, and contact person for each talking point, aim to prep in time the talking points/messaging for press release to public. Katie will now incorporate FAQ too.**
        iv. Finalize Logo choice **Doing LOGO 1. And BSPR will do a branding plan associated with it**
    b. Finalize FAQ re MWTP-V1 (Brooke or MSWP)
        i. Katie to review FAQ doc for messaging? **Yes, give Katie the draft. Will be same time horizon as comms plan review. FAQ – SC will keep working on it, esp. MDT/FWP.**

    c. Final Contact List (DK) **Considered our primary stakeholders, potential applicants. Will be used for email sharing press release and RAC card after Feb 23.**
    d. TWS Presentations February 17 (Tom)
        i. Tom (SC), Liz and Mike (DI), Daniel (YSP) – **Tom on program, Liz and Mike on planning tool, Daniel on YSP**
    e. Webinar (External) – **We can say a general date (mid-April) for press release, then will send another email once a date is selected.**
        i. DI walk through PT, demonstration
        ii. SC walk through Program, Application, Project example?
        **iii.** Set dates to include in Press Release – **mid-April**

iv. Setting up meeting to discuss presentations and webinar (Ken)
(1) Talk about webinars in mid-March in preparation for April launch.

f. Internal Roll Outs – status update (ALL)
i. MDT Engineering Bureau Chiefs and district staff to attend a meeting February 9 **This is first rollout, will likely have internal webinar at some point too**
ii. FWP working on including in all agency notes going out soon
iii. FWP Putting a webinar or brown bag together for mid or end of March – **late March early April – will record it so staff can see it later if they want**
iv. MSWP – everyone is anxiously awaiting the materials and education **Will meet on Feb 23 to more thoroughly discuss it**
**v.** MSWP desires some education outreach from MWTP to define roles for support of the work (field Qs, assist communities with program, assist proponents with apps, review apps, etc.?) – **To be updated in February**

3. TRCP and/or Legislative Update (DK, 5 min) **Not much new, they still trying to amend MDT budget but it doesn't seem to be happening.**
4. SC and DI Docs (DW, 20 min)
a. Teams – Deleted PIO Team, moved all docs to SC Team, Communications folder and added PIOs
b. Website revisions and uploads – show and tell – **Deb W will check with website person and ask what it takes to create an SEO marketing campaign/webhost newsletter/newslist – we want an email list created from people adding themselves to it via website**
i. Call for photos for website **Continuing to ask for this. Each page should have a photo, so should be large and high quality, and incl wildlife/roads/landscape. Send to Deb W ASAP**
c. Working with IT to create fillable application form **Nearing completion**
d. Distribution lists
**i.** Contact US – website - **Done**
(1) PIT Crew is recipient and will answer or forward to SC or staff and track for response
ii. Media requests
(1) Press Releases will include Lori, Greg and Daniel as points of contact. SC and PIT Crew will be the potential responders.
iii. Distribution list for notification receipt of application submissions
**(1)** Submittals will go to "back of the house" location for retrieval and processing – **To Do**
(2) SC, PIT Crew

5. Confirm or revise dates and status complete for deliverables (Tom , 10 min)
a. January 2023 – May 2023
i. Live soft launch still in place for 2/20/2023
ii. Review and update Excel schedule

b. May 2023 – November 2023 (and beyond?) **SC needs to start doing this. Tom will start populating schedule into schedule spreadsheet.**
    i. Need to build Schedule (Excel)
    ii. Review of applications (Staff / SC)
    iii. SC meeting schedule to select projects
    iv. Replies to applicants
    v. Next steps for selected projects (flowchart)

6. Ad-hoc Items, if time allows

7. Next Meetings: (All 10 min)
    a. February 23 (1-3 pm)
    b. March 16 (1-3 pm)
    c. March 30 (1-3 pm)
    d. **Added April 12 (1-3pm)**