Public Outreach Plan

Tools

- Goals Dialogue
- Speaker's Bureau
- Social Media (Samantha)
- "Name this Plan"
- Committee Meetings
  - Comment box, texts?, comment period?
- Press Releases
- Email list
- Website
- Others?

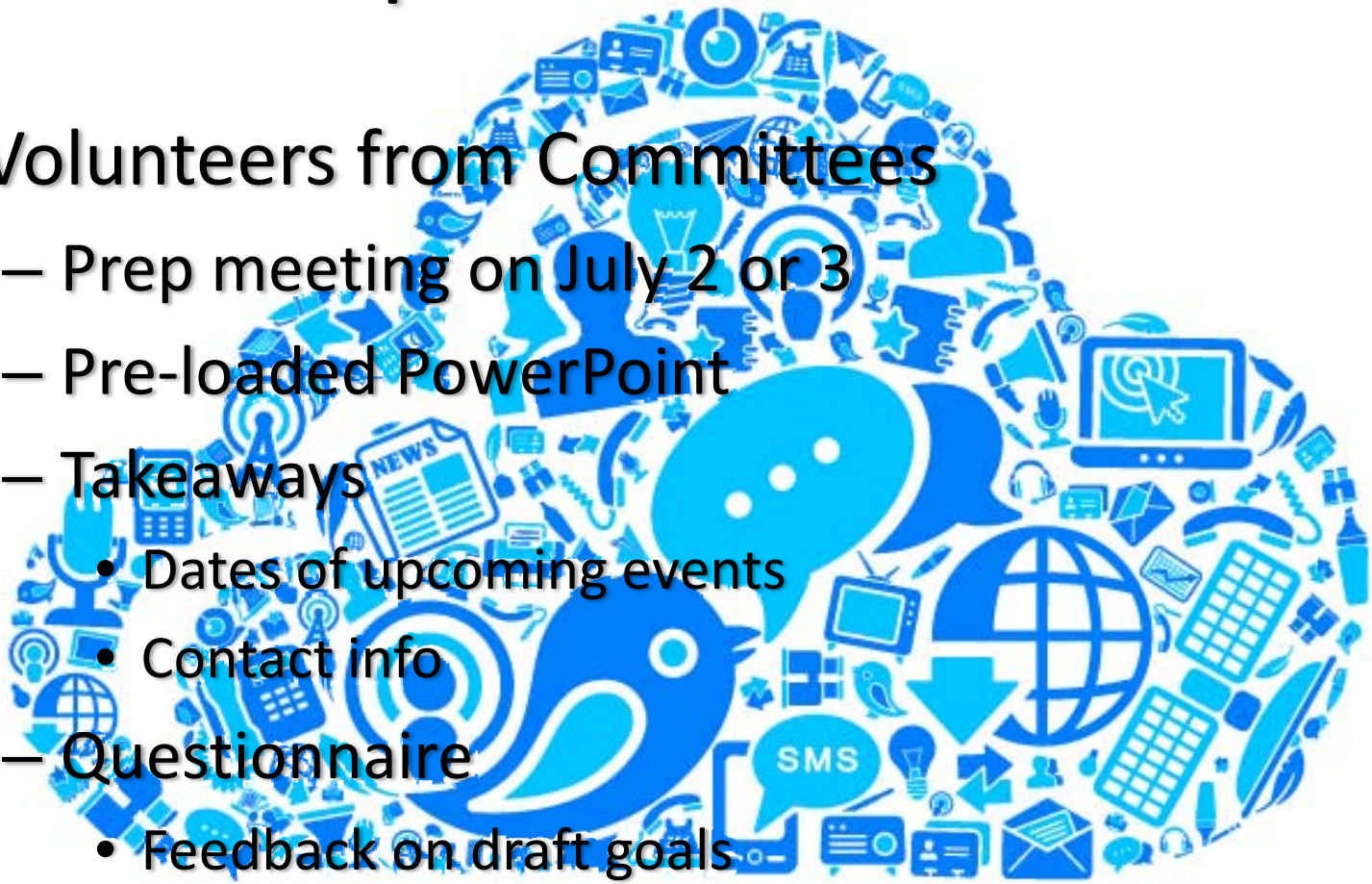
Goals Dialogue

- Dialogue with the community
- Drafting – July 11, July 25
- Reviewing – August 8 (Kickoff Event)
- Finalizing – August 25
- Other subcommittee meetings as needed

Goals Dialogue

- Between July 25 and August 22
  - Speaker's Bureau
  - Written comments
  - Comments by email
  - Comments on website
  - August 8 – Kickoff event
  - Social Media

Speaker's Bureau



- Volunteers from Committees
  - Prep meeting on July 2 or 3
  - Pre-loaded PowerPoint
  - Takeaways
    - Dates of upcoming events
    - Contact info
  - Questionnaire
    - Feedback on draft goals
    - "Name this Plan" entry

Speaker's Bureau

JULY 2012

San Marcos Board of Realtors - Tuesday, July 10, Blanco Vista Elementary School

Rotary Club of Greater San Marcos - Friday, July 20, noon, Saltgrass Steakhouse.

AUGUST 2012

Centro Cultural Hispano de San Marcos - Thursday, August 2, 5:30 p.m., Board of Directors meeting

San Marcos Chamber of Commerce

1. Natural Resources Committee, Wednesday August 8, Cool Mint Café, 11:30 am
2. The Government Affairs Committee, Thursday, Aug. 16, Saltgrass Steakhouse, 11:30 am.

Greenbelt Alliance - August 27, 28, 30 or 31 5:30 pm

SEPTEMBER 2012

CONA - Thursday, Sept. 6, 7 pm, location TBD (usually at the SM Police Dept).

Chip Exercise/Design Rodeo

- Speaker's Bureau
- One-on-ones with Primary Stakeholders
- Website
- Email blast
- Social Media
- "Rule of 5"
- "Name this Plan"
  - Prize?

Chip Exercise/Design Rodeo

- Identify Primary Stakeholders
  - Elected and appointed officials
  - CAC/SC
  - critical agency staff
  - Critical leadership (e.g. very organized neighborhood, business and environmental organizations)
  - major landowners

Discussion/Questions

- Communications or outreach subcommittee?
- Action items for Committees
  - Review Outreach Plan
  - Social Media
  - Identify Primary Stakeholders