

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)**