ATTENDANCE:
- Dr. Su, PBS&J
- Larry Wise, Moffett Nichols
- Robb Kite, Gahagen & Bryant
- Marie Garrett, MGA Productions
- Kelly Hamby (absent)
- Peter Ravella

AGENDA AND MINUTES

1. Define Stakeholders
   a. State & local coastal government
   b. Coastal property owners
   c. The press
   d. The public
   e. Coastal businesses/tourism
   f. Texas legislature
   g. ASBPA members

2. List of Things to do
   a. Select a Logo (Maria to send out Logo mockups)
   b. Recommended URL: TexasASPBA.com and .org (Recommended @ $200.00)
   c. Get spending authority from Jerry for URL (Larry)
   d. Contact Jerry on membership dues issue – get an answer
   e. Decide who will do the work of the committee
      i. Write press releases (Marie)
      ii. Keep up the website
      iii. Etc etc
   f. Draft Communications Plan and Procedures (Larry)
   g. Digital newsletter mockup (Peter)
   h. Tri-fold Brochure contents/guts write (Rob Kite)

3. Mechanisms to Reach Stakeholders
   a. Website (everyone)
   b. Tri-Fold brochure in coastal tourists
   c. Digital newsletter
      i. Legislative alerts
      ii. Project updates
      iii. New technologies
      iv. Chapter President message
      v. Engineers Corner- news from consulting corner
d. Press releases with media contact list  

  e. Public speaking engagements  

  f. Hot messages- email alerts to local, state and federal decision makers  

  NOTE: Other URL’s considered and rejected  

     i. TexasShores.org  

     ii. TexasCoast.org  

     iii. BayShoreTexas.com  

     iv. SavetheTexasCoast.com  

4. Goals / Objectives of Communications  

     a. Promote public investment in coastal resources and assets- shoreline stabilization and improvement projects  

     b. Convey economic importance of the coastal zone to the public and decision-makers at the local, state and federal level;  

     c. Improve the public awareness of:  

        i. Coastal Resource issues  

        ii. Coastal process and shoreline change rates  

        iii. Appropriate and effective response strategies;  

        iv. Etc etc  

     d. Host the National ASBPA Conference in Texas  

5. Development of Message  

     a. No discussion this meeting  

6. Website Content  

     a. Who we are  

     b. Officers and Directors  

     c. By-laws  

     d. Membership info  

     e. Contact Us/For more information  

     f. Public or membership survey feature  

     g. Links – lots of links  

     h. Special Sections  

        i. Emerging Technology  

        ii. Digital photo library of Texas coastal projects (from consultants)  

        iii. Coastal Directory available to members  

        iv. Project of the Quarter  

        v. Coastal Project of the Year  

        vi. Legislative & Regulatory Update  

           1. On-line legislative tracker  

           2. New state regs or local ordinances  

        vii. State Legislators & Coastal Decision makers  

           1. All legislators  

           2. Find your City or County Leaders  

           3. Coastal organizations/non-profits