**Go SOLAR Outreach Committee Meeting**Thursday, January 8, 2013   
9:30 – 11:00 a.m.  
**Conference call: 954-357-5480**  
 **Go SOLAR Fest Agenda**

**This is an important meeting to discuss and review the marketing and promotion of the Go SOLAR Fest. If you cannot attend please conference call on the meeting date and time.**

1. Go SOLAR Fest Updates
   1. Jeff Halsey, Director, Pollution Prevention, Remediation and Air Quality Division
   2. Armando Linares, Deputy Director, Environmental Protection & Growth Management Department
      1. 26 exhibitors including solar industry, school board
      2. Friday recognize partners during lunch session. Reaching out to cities for mayor or someone else will be present to be recognized. Hope all partners attend.
      3. Close to 200 registered; marketing not even out yet. Tentative agenda firmed at end of this week. Publish and send to cities & email base. Now free! Register pertinent city individuals (building officials, fire officials, etc.)
      4. DOE has issued a Phase II. County in process of applying for this. If we get it, can continue to move forward.
      5. Logos of partners will appear on all marketing material.
      6. Marketing: reached out to school board BECON. Sending notice to all school principals and science teachers.
         1. Outreach with Sun Sentinel. Put together ad set with them for print and web. Start this weekend. Inserts to partner cities in paper. We want all cities to participate at the event. Jessica Kruger & Bill Richie present. Targeting to 14 partner cities with IP addresses in cities. Section strip ad in print paper. Print & deliver inserts similar to BC recycling inserts. Will be in sun pack. Only 15% duplication with print and online users.
         2. Herald also committed to ad pack.
         3. BIG106 liners.
         4. On Broward County bus tails.
         5. Comcast 15 & 30 second ads.
         6. PIO city contacts to help. Add to water bills?
         7. Encourage cities for $100 fee to exhibit sustainable efforts. Ft. Lauderdale (Matt). Coconut Creek as well. And need city staff to register. City commissioners please should register and need someone to receive recognition. Please identify who will guarantee be there and let Ken know for award presentation. No speeches.
         8. Coconut Creek: Facebook, website, Tweeted, weekly newsletter. At least 4 people attending and checking who will accept award.
         9. North Lauderdale Tonya. PIO (Jennifer) is working on it. Quarterly paper with Lauderhill & Tamarac.
         10. Tamarac (Elyse): promoting program citywide on website. Reaching out to community paper reporter. Will check into being an exhibitor with their solar installations.
         11. Ft Lauderdale (Matt Little): participating at event. On website and ch. 78. Doing a blast email. Josh Nichols hoping to exhibit. Working with Building Department as well.
         12. Dania Beach (Corinne): put ad in Dania Press and on city website. Putting on Facebook page. Solar streetlight program in place.
   3. Maribel Feliciano, Natural Resource Specialist III, Pollution Prevention, Remediation and Air Quality Division
      1. Sharing media kits with cities. Ken: Media outreach assistance is much needed for Press Package. Any ideas or expertise is welcome. Include press releases that are about sustainability (old news or new news).
      2. Margaret: ramp up media outreach now. Can cover post event information with B-roll video. Limited video resources. School board: getting announcements on digital boards in front of schools for vehicle traffic.
2. Go SOLAR Fest Marketing
   1. Kenneth Dobies, Go SOLAR Marketing Development Associate
3. Go SOLAR Fest Promotion
   1. Kay Sommers, Natural Resource Specialist III
4. New Business
5. Adjourn

