

Item	Discussion
11.16.1	EMBUD Attendees discussed need to show benefit to rate-payers in order to allocate resources to it. Discussion that frequently private entities are in essence asked to act as an arm of the agency to further water conservation ends, however also noted that water conservation is california law, it's not for the agency's own whim or benefit.
11.16.2	Ann-Marie Benz asks if things change if EBMUD is a promotional partner; EG, if events are not sponsored by EBMUD but promoted by as a partner. PIO representative notes that this must be approached cautiously when EBMUD is not a direct sponsor, so that there is not a perception or actual "gift of public funds" to a private entity.
11.16.3	Re-review of some of the brainstorming ideas presented previously by the sub-committee including calendar, links, certification of professionals, technical considerations.
11.16.4	Sub-committee's next steps should be to compose abstracts of proposals for review & discussion within the agency; goal statement, tools needed to reach goal with EBMUD support, benefit to rate-payers.
11.16.5	Calendar of Events: can use the same software the agency uses for existing calendars. This would shorten the previously modeled development steps from three to two or one.
11.16.6	ReScapeCA web page has a good model for differentiated information streams for consumers, professionals, etc.
11.16.7	Assuming questions about sponsorship is resolved, for calendar or link items, promotional partner method: could be reviewed and approved by Water Conservation department staff, would be a straightforward process and have a quick turn-around time.
11.16.8	Andrea (PIO for EBMUD): send abstracts / outlines of proposed development. Get abstracts / outlines developed for water conservation staff to present to Richard.
11.16.9	Technical Subcommittee presentation (Tom): review of their development projects including WELO budget tool; design tool for contractors.
11.16.10	Education & Outreach Subcommittee presentation (Bobbi): issues with existing model/demonstration gardens. Dilapidation or departure from promoted themes. A couple of avenues of exploration underway.
Next Steps:	
1.	Develop Abstracts for Calendar, Links, Professional Forum (google group).
2.	Model examples for the above.
3.	Attend Technical Subcommittee, Education & Outreach Subcommittee Meetings, for purposes of communication & cross-pollination.