CDI Comms Minutes
20 February 2012

Apologies: Dominique, Chris Granger
Present: Kathy, Claire, Kerry, Nick

Welcome to Kerry and Claire. Profile in newsletter on Claire (studied issues in 1982; activist). Kerry keen on engaging community; getting involved

To follow-up

1. Training and guide for updating: technical, editing. Promise to send out doodle to. Claire good proof-reader.
2. Intern – Claire has good contact; De Vinci possibilities (High School Journalist program). Claire down line could manage; Nick to manage for now.
3. Technology solutions: database (next steps: Chris Granger)
4. Newsletter (Nick and Cathy)
5. ACE program: resend to Kathy
6. Advert – Claire will send regularly when Nick sends through

Cool California city challenge – Challenge to have households sign up over 3 month period; get points for what done already and what they are doing on transportation and energy use; 3 winning cities get $10000 and then continue for 9 months. Year study. Our goals to promote our Climate action goals, use data for our purposes with target of 2500 households. Starts April 1 2012; could still move but concerns of delays as this will affect university/school terms etc. We want to use it as opportunity for 'green choir'/early adopters to look at where we are now and expand out to other groups.

Messaging group set up how to communicate challenge. Has met with Debbie Davis: profiles on key community people doing "green" eg Krovoza, Don Saylor and all candidates and way to get involved in Cool California challenge. Working on Fact sheet, specific sub-logo/branding. Key is to funnel people in.

Events

Feb 28: Amory Lovins speaking at UC Davis
March 1: I-house event
March 20: YERT film (Your Environmental Road Trip) - Documentary by friends of Dan Wolk

All times to promote challenge.

Need to make sure CDI doesn't get lost: short version of CDI and its goals to appear in all text. Supported by Cool Davis Initiative

Proposal that monthly comms meeting continues (overview of all projects, core tools eg newsletter) but that everyone in this group is involved in messaging/outreach group. All minutes to go to CDI comms meeting. Thursday 4:30pm; City Hall. Post-messaging party

What gets promoted where?
Future agenda – brainstorm of how to use "how cool are you"