

TRI-COUNTY PUBLIC OUTREACH COMMITTEE

Tri-County Service Center

123 NE 3rd Avenue, Suite 440
Portland, Oregon 97232-2901
Telephone: (503) 872-6731

Meeting Minutes November 28, 2001

Meeting Location: Tri-County Service Center
123 NE 3rd Avenue, Suite 440
Portland, Oregon 97232

Time: 9:00 a.m.

Members Present: Kevin Brice (Chair), Washington County
Sue Blatner, Industry – SuperBath Showroom
Guy Sperb, City of Oregon City
Shelley Ashenfelter, Home Builders Association
Ann Kohler, City of Portland

Members Absent: Ron Murray, Local 290/Tri-County Board

Guests: Anne Madden, Washington County
Jim Muir, Washington County
Jennifer Fouhy, Washington County

Staff: Joanie Stevens-Schwenger, Tri-County Service Center
Laurie A. McCluskey, Tri-County Service Center

Chair Kevin Brice called the meeting to order at 9:05 a.m.

1. APPROVE NOVEMBER 7 MINUTES

The committee reviewed the minutes.

Motion to approve the minutes. Motion approved

2. CONTINUE THE CREATIVE BRIEF PROCESS

See attachment A. The creative brief is a tool that will enable the group to construct an effective communications plan. The group worked on items 4 (c) through 11. Joanie and Ann briefly discussed some ideas for 12, 13 and 14. The group ran out of time and put these items on the agenda for the next meeting.

3. AGENDA FOR NEXT MEETING

- a. Complete the *Creative Brief* exercise.
- b. Develop a strategy to deliver the message to the target audiences.

The meeting adjourned at 11:05 a.m.

Next Meeting: **Wednesday, November 28, 2001**
9:00 p.m. – 11:00 a.m.

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Attachments:

- A.** Public Outreach Communications Project - *Creative Brief* – “Draft Work-in-Process” – November 7, 2001
- B.** Excerpts of Comments – November 7, 2001 Session