

Attending: Antonia, Donna, Joe, Pete, Chris, Alyson
Date: November 30, 2015 from 6 – 7 PM

Meeting purpose: To continue planning for hosting a Focus Group of 10 – 14 on January 26 or 27, 2016 (tentative dates) of business leaders in the Watershed who can provide WPWA with information, insight, ideas for developing a business membership. We discussed:

1. Criteria for business representatives we would like to invite. After some discussion we came to the conclusion that these criteria include:
 - a. Business is interested in WPWA's mission
 - b. The representative has worked with and/or supported in some way WPWA
 - c. Does someone on the Board/Staff have a contact at the business
 - d. Is the person/business "public spirited"
 - e. We discussed that more important than having a particular business represented, it is important that the person we invite is someone who we have a relationship with and would be engaged in the focus group format to provide us with feedback and input.
2. We reviewed the collated list of businesses as potential invitees that Chris prepared and provided. Chris and board members volunteered to do initial contact with potential focus group invitees (see 3b in Process below). Chris updated the list during the meeting and will re-send. With that in mind, we would still try to get a representative diversity of business types and people to represent our watershed constituency.
3. Process to reach out to invitees:
 - a. Jen to develop focus group format with purpose, outcomes, talking points that we can use as script to call and invite potential participants. Time frame: 12/10/15
 - b. Board members call and discuss invite with potential participants, answer questions and get a commitment or not to participate. Time frame: mid-December, 2015
 - c. Follow up phone call with letter/email. Time frame: Early January, 2016
 - d. Jen to run focus group. Antonia volunteered to take notes. Time frame: Jan. 26 or 27, 2016
 - e. Board members will volunteer to make food, serve food, clean up.
- 4.