

**Getting to Zero - Silicon Valley
Communication Action Team Meeting
May 19, 2017 -- Minutes**

Agenda Item	Discussion	Action/ Decision
Mission of Communication AT	Discussed purpose/mission of Com AT.	Draft - Implement GTZ Communications Plan that provides timely and relevant GTZ information to internal and external audiences in culturally relevant manner
Identify 3 Goals with Action and Responsible Person Communications AT by Dec 1, 2017	<ol style="list-style-type: none"> 1. Create consistent messaging for GTZ - elevator speech: to stakeholders, to targeted populations, and to general public. 2. Refine Communications Plan with strategies, activities, and timeline. 3. Launch website and Media guide. 	<p>All agreed and will participate in achieving short term goals.</p> <p>Cf- Draft message for direct comment and editing for by ALL for elevator speech/ message</p> <p>ALL --Add/Comment/Edit initial draft of elevator speech/message.</p> <p>Question -- How and where will ad campaigns be archived and accessed for use after during and end of campaigns to ensure use and continuation.</p>
GTZ Logo	Assessed GTZ logo options that include “Santa Clara County.” It was agreed that Silicon Valley is not perceived as inclusive of whole County. Question - who is the audience? Provide an identity to GTZ-SV Initiative. Check out how it looks in smaller version, eg for letterhead.	2 options selected with suggested slight revisions. Candelario will get revisions and then run by Paul, Raj, and Sarah for final determination.

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Website content review	Candelario discussed website work. Also -- Question about role of Better World Advertising -- what is the Landing page they referred to. Can Communications Action Team inform BWA project for next project year.	Rodrigo will check with Raj and Sarah about Year 2 work plan for BWA. CF- Send Outline online for comments via Google Drive. CF - check with BWA re linkage of their page and GTZ website. ALL- Provide last feedback regarding content (refer to GTZ Content Outline)
Announcements/Other	Juneteenth - no organizations participating- we don't have materials to distribute.	Dena will check with Alma about Roots participation.
Next Meeting	June 2nd 1-2:30 -- Google Video Conf Call	Candelario will set up
Meeting Review -- +/-Δ	+ - Came up with Mission; productive meeting Δ - Be clear about specific tasks for meeting.	