

2/8/13 Puget Sound Starts Here Month meeting

Attending: Tiffany O'Dell (Pierce County), Betsy Adams (Kirkland), Kendall Wals (Puyallup), Lisa Were (Sammamish), Leah Grassl (Lynnwood), Justine Asohmbom (DOE), Laura Forlich (Newcastle), Janet Geer (Bothell), Douglas Penshus (DOE), Heather Trim (Futurewise), Grace Stiller (Weed Warriors), Casey Ralston (NOAA), Diana Halar (Lakewood), Bill Malatinsky (Seattle), Laurie Devereaux (Bellevue), Jennifer Goodhart (Bellevue), Apryl Hynes (Everett), Suzi Wong Swint (Snohomish)

Introductions

PSSH Month Events:

- PSSH Night at the Mariners, Saturday, May 11, 2013, 6:10 p.m.
Bill Malatinsky reviewed status of planning for Mariners game. The game has been confirmed and tickets are available, but waiting for response from the Mariners on types of promotions at the game. Tickets purchased through our promotion will receive Mariners and PSSH branded hats when they show their tickets at a location on the concourse near their seats. There will be a PSSH information table at the game, which will include giveaways. We will need volunteers to staff the booth during the game. We are looking into opportunities to do promotions on the streets outside of the game including a street theater "stunt" – need someone to lead up that effort. Janet will contact Peter Donaldson, Suzi will contact Rochelle Potter, and Douglas will talk to his son's theater group. Bill will request permission from Seattle to set up a street fair with informational booths, if so Heather will lead that effort. There is also a Sounders game earlier in the day, so there will be a lot of people in the area. We will send out information about purchasing tickets to all partners after this meeting. We will send an email requesting volunteers when we have established more of what we will need. For more information contact Tiffany O'Dell todell@co.pierce.wa.us, or Bill Malatinsky billmalatinsky@seattle.gov
- Restaurant Outreach
Heather is meeting with someone from Ivars restaurant on February 26th to discuss the possibility of partnering on PSSH month. We may not have enough lead time to make this happen in 2013, but something to get started for 2014. Tiffany will follow up with PSP about whether we can offer any information about Ivars participation if they agree on the new PSSH website. There will be a bulk order opportunity for coasters and coffee sleeves again. Tiffany will send out ordering info following this meeting. For more information contact Heather Trim heather@futurewise.com
- Geocaching
Suzi is looking into the possibility of setting up a PSSH month geocaching event that would be promoted on www.geocaching.com. Suzi gave a history on geocaching and instructions about how it can be used to promote our efforts. Generally, this is an environmentally friendly movement with a diverse and large population of participants. This year she is looking at doing an event, next year she is looking at doing a series of geocaches around the region. For more information about geocaching contact Suzi Wong Swint swwint@snoco.org
- Other promotions taking place during PSSH month: SOGGIES group are doing PSSH bus ads on interior and exterior of King County Metro buses, Lakewood is doing PSSH movie theater ads at 2 locations, City of Newcastle and Weed Warriors will promote PSSH Month at their earth day event, Bothell is doing natural yard care workshops and childrens watershed festival, Looking into connections with "Geeks who drink" trivia groups to do Puget Sound themed trivia at event(s) in

May, Kirkland is doing a rain garden workshop and planting, Everett is doing a natural yard care workshop with Cisco.

Developing a “toolkit” for participants in PSSH Month

This “toolkit” would give ECO Net and STORM members resources that would help them participate in PSSH month and coordinate their efforts with those going on around the region. Ideas for the toolkit include:

- PSSH Month proclamation template
- PSSH Month press release and news article templates
- Assembly of trivia questions about Puget Sound being used around the region that can be used at events and to sponsor “quiz nights”
- Listing of PSSH themed “shareable” items with contact information for borrowing: costumes, banners, games, displays, etc.
- Bulk order listing and instructions
- Conversation starters and fun facts
- PSSH 2 campaign toolkit
- Information on how to post events to PSSH webpage
- Information on how to get events and promotions posted to PSSH facebook and Twitter

- Toolkit Assignments:
 - Douglas will review press release and proclamation templates
 - Send all shareable items and borrowing instructions to Tiffany
 - Send all trivia questions to Tiffany
 - Talk to PSP about how to post items to new PSSH website and how to coordinate on Facebook and Twitter

Wrap-up: We probably will not have another region-wide meeting. Subcommittee meetings on certain topics are a possibility. Most coordination will be done by email. Please send any coordination items or ideas to Tiffany.