

## **USEITI Outreach and Communications Subcommittee Meeting Summary for Monday, May 12, 2014**

### **Agenda**

None

### **Overview**

A call was held to kick-off the **new** USEITI Outreach and Communication Subcommittee established during the April USEITI MSG meeting. The following members were identified from each sector to participate in this subcommittee: Government – Mitch Baer and Marina Voskanian; Civil Society – Neil Brown and Laurie Sherman; Industry – Susan Ginsberg and Amanda Lawson. Veronika Kohler will chair this subcommittee with support from Emily Kennedy and Rosita Christian. The new subcommittee will maintain the same weekly call time as the previous outreach subcommittee – Mondays at 11am.

It was proposed to the group that it maintain the same organization structure as the previous subcommittee – having a secretariat representative (Rosita Compton Christian) and Industry Sector personnel (Kennedy) serve as administrators for the group by assisting with meeting scheduling, taking notes, etc. There was general agreement to this proposal.

### **Congressional Outreach**

The CSO Sector rep informed the group that there was interest by Hill committee staff for a briefing but no date set yet and that he would keep the group informed once a date is proposed.

### **Other Business Items**

- **Communication Plan**

Veronika Kohler provided to the group the most recent version of the Communication plan. This version should reflect all decisions discussed and agreed upon during the April MSG meeting. Kohler asked the Outreach Subcommittee to review the plan and verify that it appropriately captures decisions made at the MSG. It was also stated during the call that the Communications plan is a fluid document. It serves as a basis for the Subcommittee to communicate with the MSG regarding what is needed for MSG outreach and to seek approval from the MSG in order for the group to move in a certain direction.

- **Payor Company Workgroup**

The MSG also prioritized payor company engagement and established a Payor Company Workgroup under the Outreach and Communications Subcommittee. Susan Ginsberg (IND) and Debbie Gibbs-Tschudy (GOV) will participate in this workgroup. The

workgroup is tasked with developing a strategy to engage with payor companies and identify a course of action to propose to the Outreach and Communications Subcommittee at the next call (Monday, May 19<sup>th</sup>). The CSO Sector has not identified a participant yet and an inquiry was made as to whether the sector felt a need to identify a representative for the workgroup given the focus of the workgroup. The CSO representative on the call indicated that the CSO Sector would discuss this week and get back to the workgroup as soon as possible, but that the workgroup should not wait for the CSO Sector rep but should proceed with meetings/discussions given the timeline for activity. Susan Ginsberg will coordinate with Debbie Gibbs-Tschudy to develop a strategy proposal this week and copy Neil Brown.

- **Other Workgroups**

The Subcommittee was asked to consider whether there was a need to form another workgroup to focus on some of the other key outreach efforts identified.

### **Next Steps/Action Items**

- Outreach Subcommittee to review latest Communication plan and verify that it appropriately reflects decisions made by the MSG at the April meeting.
- The Payor Company Workgroup will meet this week, develop a strategy proposal for engagement with payor companies, and provide this proposal at the next Subcommittee call for Subcommittee consideration.
- Outreach Subcommittee to consider whether additional workgroups should be established at this time.

### **Next Meeting**

Monday, May 19<sup>th</sup> at 11am Eastern

### **Subcommittee Members in Attendance**

Susan Ginsberg, Independent Petroleum Association of America  
Marina Voskanian, California State Lands Commission  
Veronika Kohler, National Mining Association  
Neil Brown, The Lugar Center

### **Staff**

Emily Kennedy, American Petroleum Institute