



**Public Outreach Committee
Meeting Minutes
Monday, November 18, 2013, 5:30 p.m.
DOE Information Center**

Members Present

Alfreda Cook
Mary Hatcher
Scott McKinney, Chair

Others Present

Pete Osborne, ORSSAB support office
Ben Williams, DOE

Absent

Noel Berry
Bruce Hicks
Howard Holmes
Jan Lyons, Vice Chair
Scott Stout

November 13 Board Meeting—The committee discussed advertising for the meeting. Mr. Osborne reported that 19 members of the public attended, although most of them were contractors, former board members, or media representatives.

Work Plan—The committee reviewed its draft FY 2014 work plan (Attachment 1). Mr. McKinney said his goal this evening is to discuss the work plan topics and come up with a final work plan.

Core Public Outreach Committee issues:

- Earth Day. Mr. McKinney suggested that new board members who volunteer to staff the Earth Day booth be paired with more experienced members so they can learn the ropes, and he asked staff to take an action on doing that. Mr. McKinney said the committee can identify an Earth Day issue manager later to work with staff and promote the event to the board in order to get volunteers.
- Select/identify area groups for speaking about SSAB mission. Mr. Osborne said Dave Hemelright has volunteered to speak to groups. Mr. McKinney said he would like to help select groups to target for presentations.
- Media outreach. Mr. McKinney said he worked on this last year, but unless you have a hot-button topic to discuss, you can't get much attention. Ms. Cook suggested talking to Frank Munger about getting some coverage. Ms. Hatcher said she has a link on her Facebook page to local media, where suggestions can be made about stories on which they should focus attention. Ms. Cook said it was a good idea, but you've got to be ready to talk with the media about what's going on. Mr. Osborne said the committee has met three or four times with Mr. Munger, but it has been awhile since the committee last met with him.
- Work with UT marketing students to raise awareness of the SSAB mission. Mr. McKinney suggested this be made a sub-bullet to the hosting VIPs task.
- American Museum of Science and Energy exhibit. Mr. Osborne said now that the waste management kiosk had been finished, the next steps will be to do some overarching signage for the ORSSAB exhibit and start work on the Environmental Management Waste Management Facility model. If Ms. Cook is still going to be the liaison for this task, he would like to get her and David Brown from the DOE Graphics Department over to the museum to discuss ideas.

Mr. McKinney suggested inviting not only the other Public Outreach Committee members but the entire board membership as well. Ms. Cook agreed but suggested setting the day and time based on what works

for her and Mr. McKinney. Others can be invited once arrangements are settled. The visit could be planned around the lunch hour or some other time during normal museum hours so their staff do not have to work late. Ms. Hatcher asked that it not be on a Friday since she cannot attend that day.

Other potential issues:

- Public Environmental Survey. Mr. McKinney suggested sending the survey out in January and putting a notice about the survey's availability on front page of January Advocate newsletter. Mr. Osborne recommended asking for survey responses by Jan. 15 so people have some sense of urgency about getting it done. Mr. Osborne said he would send the survey out to the committee to remind them what's on it.
- Hosting area 'VIPs,' including civic leaders and politicians. Mr. McKinney said that Howard Holmes and Scott Stout took the lead on this issue last year. Mr. McKinney said he would like to keep this on the work plan for now. Mr. Williams asked if invited VIPs were expected to speak at the board meetings. Mr. McKinney said the plan was simply to invite them to the meetings. He asked if the schedule of monthly board meetings presentations had been finalized. Mr. Osborne said it had, and he offered to email it to him.
- Raising awareness of key historical dates. Mr. McKinney said that Ms. Lyons has this well under control.

Collaborative issues with the staff: Mr. McKinney said these functions and activities will continue as usual in FY 2014.

- Advocate newsletter
- Annual Report
- Federal Register notice
- Facebook, YouTube, Videos and Website
- Editorials, Newspaper Ads, and Releases

Mr. McKinney asked if the board should do Twitter. Mr. Williams recommended against Twitter unless you have a lot to talk about all the time.

Mr. McKinney asked if an editorial was needed soon. Mr. Osborne said an editorial about the importance of the Public Environmental survey would be timely for the January Advocate. Mr. McKinney said he would try to write it if he has the time.

DOE 2014 priorities:

Mr. McKinney noted that these topics were taken from the annual meeting and that they may have pertinence to the Public Outreach Committee should it be determined that outreach is needed for them.

- Comprehensive groundwater study
- Strategy for addressing mercury contamination at Y-12
- Sufficient waste disposal capacity on the Oak Ridge Reservation
- Completion of the cleanup at East Tennessee Technology Park
- Input into the 2016 EM budget prioritization effort
- Operation of the EM Waste Management Facility

Ms. Cook asked if DOE does outreach. Mr. Williams said DOE does the monthly Public Involvement News and the annual Cleanup Progress report.

Ms. Cook wondered if the board would get much community interest in the budget prioritization effort topic. Mr. Williams said DOE got a lot of interest in the first public budget meeting it did three years ago, but since then it's been difficult to get anyone to attend budget meetings.

Issue Manager & Liaison Updates

None.

Staff Report on Ongoing Activities

Mr. Williams said the ORSSAB website will have a new format soon based on what HQ is doing. He hopes to have the migration complete by the first of the year.

Other Business

FY 2013 Carryover Funds—Mr. Osborne said that Jan Lyons' ideas for using some of the carryover (more outreach materials for public libraries in surrounding counties and ads in the Knoxville News Sentinel) will be discussed at this month's Executive Committee meeting. Ms. Cook said that distribution of outreach materials to churches may be an area where the committee might want to focus attention.

Open

1. Staff will make a reminder to pair new board members who volunteer to staff the Earth Day booth with more experienced members so they can learn the ropes.
2. Staff will set up a visit to the ORSSAB exhibit at the American Museum of Science and Energy for Ms. Cook and Mr. McKinney, and invite other board members to attend as well.
3. Staff will send out notifications for the Public Environmental Survey in January and put a notice about the survey's availability on front page of January Advocate newsletter.
4. Staff will send the Public Environmental Survey out to the committee.
5. Staff will send Mr. McKinney the schedule of monthly board meeting presentations.
6. Staff will get with Ms. Lyons to better define the publications distribution idea in terms of the publication materials, distribution locations, and distribution methods. *Carryover from 10/22/13*

Closed

None

Next Meeting

Tuesday, January 21, 5:30 p.m. The meeting will be held as a teleconference.

Attachments (1). Available upon request from the ORSSAB support office.

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