

LAKE WORTH LAGOON INITIATIVE, PUBLIC OUTREACH PROGRAM AREA KICK-OFF MEETING

February 27, 2009 (Friday), 2:00 – 3:30 p.m.

PBC ERM, 2300 N. Jog Road, West Palm Beach
Vista Center, 1E-60 (1st Floor)

WELCOME AND INTRODUCTIONS

Ginny Powell

- *Meeting participants will briefly introduce themselves and share their 1 page summary of contact information, bulleted list of current work related to the Lagoon and top outreach priorities.*

MEETING OBJECTIVES

Ginny Powell

- *Meeting participants will understand the Lake Worth Lagoon Initiative and structure*
- *Identify Public Outreach Program Area team members, roles and responsibilities*
- *Identify the team's strengths, weaknesses, opportunities, and threats (SWOT analysis)*

SHORT PRESENTATION: Lake Worth Lagoon Initiative – An Introduction

Ginny Powell

- *Executive Committee*
- *Guidelines – Goals and Program Areas*
- *Future Meeting Dates*

DISCUSSION: Program Area Team, Roles and Responsibilities

Alyssa Dodd

- *What excites you about the LWLI Public Outreach Program Area team?*
- *What do you think we can accomplish as a team?*
- *What concerns do you have?*
- *What needs must be met to ensure your participation over time?*

ACTIVITY: Program Area Team SWOT Exercise (Strengths, Weaknesses, Opportunities, Threats) Alyssa Dodd

- *What are our natural strengths and weaknesses as a group?*
- *What opportunities and threats do we face?*
- *What resources (money, people, etc.) do we have or need access to?*

DISCUSSION: SWOT Analysis

Alyssa Dodd

- *How can we as a team...*
 - *...use our Strengths to enhance outreach efforts?*
 - *...overcome our Weaknesses?*
 - *...maximize Opportunities?*
 - *...avoid Threats that may keep us from achieving our outreach goals?*

NEXT STEPS & ACTION ITEMS

Ginny Powell

- *Set meeting dates for 2009, Meeting #2 (in late March) to focus on action items/deliverables.*
- *Report progress to Executive Committee members on April 2*