



GreaterWashington2050

Communications Task Force

Greater Washington 2050 Planning Tools Task Force

Summary of Meeting Friday June 20, 2008

Task Force Members:

Don Edwards, Washington Regional Equity Network (Chair)
William Bronrott, Maryland House of Delegates
Brian Cullen, ULI Washington District Council
Albert Dobbins, Maryland National Capital Parks and Planning Commission
Kristin Pauly, Prince Charitable Trusts

At the June 20 meeting of the GW2050 Communications and Outreach Committee, the participants discussed the need to settle on an overall marketing slogan designed to get people interested in the Greater Washington 2050 effort. Such a slogan or tag-line would be used as part of an early communications effort and would not represent an attempt to drive or describe the entire communications effort. Examples include the "Got Milk?" campaign and a slogan proposed during Arlington, VA's development phase, "Up or Out?"

Participants in the June 20 meeting also discussed the need to coordinate our efforts with the other three GW 2050 planning groups which include the *Planning Principles*, *Planning Tools*, and the *Compact* groups. Another proposed task was working with a couple of our contacts at local universities who might provide marketing or advertising grad students to participate in a brain-storming session with the committee to come up with ideas for the initial overall slogan.

The committee will meet again via conference call on [Monday, June 30 from 10:00 a.m. – 11:30 a.m.](#) The conference call number is [1-866-962-5312](#). The pass code is 3731.

We hope the call will include most of our committee members so we can get everyone's input and move forward. Maryland State Del. Bill Bronrott has agreed to join us as our elected official representative. He also is head of his own public relations firm. I expect that we will discuss and refine the ideas presented at the first meeting and perhaps schedule an in-person session for the week following July 4. We will also make plans to touch base with representatives from the other planning groups.