

EDGE Pilot Program

September 29, 2020 | 11:00 a.m.– 12:30 p.m.

Wisconsin Department of Natural Resources

Conference Call: Skype or 1-866-715-6499 | Access Code: 2805239246

- I. Welcome (Bart Sponseller) – 5 minutes
- II. Standing Items (All) – Review and Recording— 5 minutes
 - Agenda Review
 - Communication and Metrics Recording
- III. Communication Implementation (Michael Prager) – Discussion—10 minutes
 - [Communications Toolkit](#) Feedback, Survey Concept, Implementation
 - Drafting Additional Content and Tools
 - Implementation Assistance and Direction
- IV. EDGE Implementation Under COVID-19 (Jennifer Buzucky) – Discussion— 15 minutes
 - Factors and Impacts on the Pilot
 - Potential Adjustments for Implementation of the Pilot
 - Creative Marketing Strategies
- V. Expanding the Scope of EDGE (Mark Thimke) – Discussion—15 minutes
 - Opportunities for New Approaches (Federal, State, Economic Development)
 - Conceptualizing Future Candidates
 - Increasing Outreach
- VI. Potential Legislative Considerations (Art Harrington) – Discussion— 15 minutes
 - Simplifying Complexities
 - Additional Benefits and Flexibilities
- VII. Recruiting and Applicant Updates (All) – Informational – 10 minutes
- VIII. Program Updates (DNR) – Informational – 10 minutes
 - WEDC Partnership Efforts – (Bart Sponseller)
 - WEDC REDD Presentation – (Weston Wegener)
 - FET Topic Concept and Strategy – (Weston Wegener)
- IX. Next Steps (All)—Review—5 minutes
 - Implementing and Improving the Communications Toolkit
 - Defining Roles for the Legislative Report in 2023

Next Advisory Group Meeting: **December 15, 2:00 PM**