



**Minutes of the AMS Board on
Enterprise Economic Development (BEED)
Telecon Meeting**

**Wednesday, 21 May 2008
2:00 PM EDT**

Meeting Participants

Members Present	Members Unavailable	Guests
Pam Emch, Chair	William Graham	George Frederick
John Zack	Jan Dutton	Gary Rasmussen
Robert Plante	Richard Ohlemacher	
Dorlisa Hommel	John Henz	
Monica Hale		
Holly Hartman		
Eva Regnier		
Andrea Bleistein		
Bill Mahoney, <i>Ex Officio</i>		
Paul Pisano, <i>Ex Officio</i>		
Jon Davis, <i>Ex Officio</i>		

The telecon began at 2:00 PM EDT and ended at approximately 3:00 PM EDT.

Old Business

1. Approval of Minutes

The Board approved the Minutes from the 13 March 2008 telecon.

2. Agenda Approval

The Board approved the distributed agenda.

3. 2008 Public-Private Partnership Forum Readout and Discussion

Board members and guests who were able to attend the PPPF on 22-23 April in Washington, D.C. provided feedback on the event. The board discussed suggestions for the 2009 event.

Several members mentioned that the PPPF appeared heavy on the public sector side and light on the private sector side. It would be good to have a session representing the private sector – climate services, forecast providers, contractors, etc. It was pointed out that traditionally the PPPF has indeed been focused on hill activities (behind the scenes info, budgets, etc.) and upcoming opportunities as a service for the typical PPPF private sector participants. Also, a prior PPPF had a session that consisted of private sector speakers and this morphed into somewhat of an advertisement opportunity for these speakers, which does not suit the purpose of the Forum. We discussed how to possibly focus/tailor a session related to the private sector that would provide for a good outcome. We proposed a session tentatively titled “Private Sector Perspectives.” Once we know more about how the overall 2009 PPPF agenda is shaping up, we would tailor the private sector session to focus on a specific topic and ask elements of the private

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sector to represent their point of view on this specific topic. The idea would be to educate the public sector on what the private sector can provide, what challenges are being faced by the private sector, and provide varying private sector points of view on topics such as, for example if NOAA does or doesn't need to expand into various product/service areas.

Associated with this discussion, John mentioned that NOAA is starting to go into the private sector for services, and Holly noted that there is talk within the NOAA Weather Service about environmental forecasting. One potential downside associated with the private sector providing NOAA products/services is the extent to which they may or may not wish to share data as freely as NOAA does.

We discussed PPPF Session 2: Federal Agency Initiatives, Plans, Opportunities. This session has become quite bland – more or less a reiteration of top-level plans and budget information that many of the participants have likely seen already. The question of how to achieve a more interesting session in this area has come up almost every year for the PPPF organizers. AMS/BEED has tried various methods without much success. It was noted that Mary Glackin mentioned that she would have liked to brief more than the typical budget charts, so even some of the speakers have an interest in improving this session. Our ideas for next year include providing the agency reps with a focus area for their portion, for example, the 3-5 year outlook, shifts in priorities, who in NWS might be doing environmental forecasting etc. A prior Forum included a specific talk on the FAA NextGen system that was quite interesting. The goal would be to find a focus topic that folks might not hear about in other meetings/briefings. Depending on the focus area the speakers might be at a higher or lower level in each agency – but our thinking was that this matters less at this point than the usefulness of, and interest in, a specific topic from the participant point of view.

We discussed PPPF Session 5: Establishing Community Priorities – Next Actions. This was found to be a very useful session. It was also well-placed in the agenda as the last session. Participants were made aware of all the activities going on in the community to work on priorities, and various pathways were provided for folks to become involved. A general consensus is that we will retain this as a new “standard” session in the PPPF for the time being.

Overall comments on the 2008 PPPF included mention of the nice, spacious venue (UC Washington Center), the fact that limiting the sessions to five and limiting the number of speakers helped to allow for substantial panel and discussion time with minimal time spent on “presentations”, and that the luncheon and dinner speakers were excellent. The placement of the two legislative sessions at the start of Day 1 and start of Day 2 appeared to help retain participants through the two days. These comments echo those received from various participants and from the organizing committee. There have been several folks wondering how the networking can be sustained from year to year – one idea has been to have a networking event / reception at the AMS Annual Meeting for PPPF participants.

Pam noted that the AMS/BEED has already booked the same venue for the 2009 PPPF. Dates booked are Tu-Wed, April 21-22, 2009 (with April 28-29 as a temporary back-up). With three typical standard sessions (the two legislative panels and the federal agencies session) and one new standard session (community priorities), we will have one “elective” session – tentatively “Private Sector Perspectives.”

4. Water Resources Committee

The Board reviewed the status of the new BEED Water Resources Committee. John Henz was unable to phone in, but Holly Hartman mentioned that she had provided John a list of names of potential candidates from the academic community for membership on the committee. Pam took an action to set up a telecom on this topic with John, Holly, and Bill Mahoney. Our goal is to have a slate of member recommendations ready shortly which would then be forwarded to Joe Friday, CWCE Chair, for approval.

5. ITS/ST Committee

Paul Pisano reported on recent and planned activities of the ITS / Surface Transportation Committee. Ed Boselly has been approved as the new chair of this committee. His term will start at the annual meeting in January 2009. Until that time he will serve as Future Chair and work alongside Paul. The next ITS/ST Committee telecon will take place on 4 June. Bill Mahoney asked if the committee will be supporting the upcoming 4th National Conference on Surface Transportation Weather. Several committee members are expected to be present at that conference but not under the specific aegis of the committee.

6. Energy Committee

Jon Davis reported on recent and planned activities of the Energy Committee. Jon has requested to stay on as chair of this committee for an additional year until Jan. 2010; this has been approved. The next Energy Committee telecon will take place in two weeks. Current activities include planning for the WebEx meeting with NCDC on Decadal Normals in July/Aug and preparing for urban environment and wind sessions at the 2009 Annual Meeting (M, Tu, W). A call for papers has already gone out. Jon recently had dinner with folks from Scripps - they expressed an interest in co-sponsoring a forum on energy/wind sometime in 2009.

Open Discussion

Holly mentioned that on May 29 the Committee on Climate Services (CCS) of the American Meteorological Society is sponsoring a web seminar from 1:00–3:00 P.M. EDT, for a "Discussion of a National Climate Service". This service would involve not only "current climate" data, but also future (regional) climate data and projections, similar to topics that were discussed at the NARCCAP Users Workshop in Boulder last February. The AMS is seeking feedback from the speaker panel and invited audience about the roles and responsibilities of the government, private, and university sectors involved in producing and using climate information. There is a link to further information in the "What's New" section on the home page of the American Meteorological Society at: <http://www.ametsoc.org>

Paul mentioned that the next NWS Partners and Family of Services Meetings are scheduled for Wednesday, June 18 in Silver Spring, MD. Further information is at the new NWS Partners website at: <https://apps.weather.gov/partners/index.php>

Dorlisa initiated a discussion on the possibility of providing some sort of e-venue to facilitate PPPF participant dialogue. This would perhaps provide for an opportunity for continued networking and we could also obtain feedback on future PPPF agendas. For example, we might want to distribute a request to Gary's PPPF listserve with a specific request (with time limit) for comments on the proposed private sector topic or agency topics. Although some board members

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haven't found the CWCE blog to be particularly user-friendly, that is likely the best venue. Pam took an action to contact Gary Rasmussen regarding use of this blog and a listserve.

New Business

The next telecon will tentatively take place in the first half of July; BEED telecons are nominally held every two months unless activities require more frequent meetings.