

Tentative Agenda
Mesonet Steering Committee
October 9, 2002
Guthrie, Oklahoma

1. Welcome
2. Approval of minutes of April 26, meeting - vote via email
3. How should we respond to External Advisory Board report?
 - Overview of action items, plan of attack, and timetable
 - Written response to the Board
4. How would we describe our current clientele?
 - Types and sizes of customer groups
 - Use statistics and feedback from customers
5. What audiences should Mesonet serve in the future, and to what level?
 - Needs and opportunities
 - Political and funding implications
6. What are the current sources of Mesonet funding?
 - State
 - Federal
 - User fees
 - Other
7. What funding sources should be targeted in the future?
 - Public and private
 - User fee philosophy
8. What should be our marketing strategy?
 - Targeted groups
 - Priorities
 - Products
 - Cost recovery
 - Web statistics and market research

Time permitting:

9. What should be some of the elements of our strategic plan?
 - Vision
 - Mission
 - Goals
 - Objectives
10. How should we be organized (CEO, CFO, etc.)?
11. Other