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

1. Welcome

2. Approval of minutes of April 26 meeting

3. How should we respond to the 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