

**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 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