



**Water Table Branding Subcommittee Meeting
Tuesday, July 11, 2023**

Agenda

10:00: Welcome

10:05: Introductions & Icebreaker

10:20: Recap of Water Table Project Phase 1

10:30: Introduction to the Delaware Estuary Program/connection to CCMP

10:35: Subcommittee Purpose & Discussion

Review of Phase 1 Branding Priorities Including:

1. Building a better understanding of multiple uses of Delaware River
2. Developing strategies to harmonize competing interests
3. Creating more opportunities to connect people to the river

Guiding Questions to Consider:

1. What geography would we like to focus on?
2. What would you like to learn more about throughout this process?
3. What would be the desired outcome?
4. What branding efforts are currently taking place in the watershed?
5. Are there existing examples/case studies we should consider?

11:15: Wrap Up & Next Steps

11:30: Meeting Adjourns