

## Outreach, Communications and Marketing Work Group

*Friday, March 8, 2013  
Golden Rule Building, Summit Room, 5<sup>th</sup> Floor  
1:00 – 2:30 pm*

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### **AGENDA**

- i. Housekeeping Items / HIX Update
  - a. Work Group meetings for 2013
    - i. April
    - ii. May
  - b. Exchange Planning Update
    - i. Legislation (<http://www.house.mn>;  
<http://www.senate.mn>)
    - ii. Work Group Recommendations  
(<http://www.mn.gov/hix/planning-activity/advisory-committees/meeting-materials.jsp>)
    - iii. Technology
  - c. Distribute Report to ATF  
(<http://www.mn.gov/hix/images/ATF-OutreachRpt-2012-12-11.pdf>)
- ii. Brand Development Update
- iii. Review Agent-Broker Research  
(<http://www.mn.gov/hix/images/Report-SHOP-Broker-research-2013-Feb.pdf>)
- iv. Review and Discuss Proposed Messaging
- v. Discuss Outreach Grants
- vi. Brainstorm Corporate Partnerships
- vii. Work Plan Review