

***In a Heartbeat Community Engagement Workgroup***  
Maine Quality Forum/Dirigo Health Agency  
211 Water Street, Augusta  
Tuesday, May 15, 2007 – 3:00-4:00 PM

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| 1. | Welcome and Introductions  | <i>2 mins</i>  |
| 2. | Ethos Marketing Proposal ( <i>Will Plumley and Kim Laramy</i> )  | <i>30 mins</i> |
| 3. | Marketing Discussion   | <i>15 mins</i> |
| 4. | April Minutes  | <i>2 mins</i>  |
| 5. | Pilot Update <ul style="list-style-type: none"><li>• Training Evaluation Summary</li><li>• Site Stipends</li></ul> | <i>5 mins</i>  |
| 6. | <i>In a Heartbeat</i> Logo Contest Update  | <i>2 mins</i>  |
| 7. | Scheduling & Next Steps  | <i>4 mins</i>  |

Key Decisions

- Which (if any) of the proposed marketing strategies would ACE Workgroup members prioritize? What are the next steps?
- Will ACE need to meet in June?

**Next Meeting**  
**Tuesday, June 19, 2007**  
**Dirigo Health Offices**  
**211 Water Street, Augusta**