

**IOOS Advisory Committee
Administrative Call
June 30, 2014
Minutes**

Attendance: T. Gulbransen (Acting Chair), T. Browne, A. Jochens, V. Klump, L. Leonard, T. MacDonald, J. Manley, B. Melzian (Ex Officio), C. Ostrander, E. Pidgeon

Absent: C. Beegle-Krause, D. Legler (Ex Officio), L. Lillycrop (Ex Officio) L. Ragster, E. Terrill

Business model guiding principles:

- AC reviewed Marketing Guiding Principles, which could be used by other groups in drafting their principles.
- Teams agreed to finish drafts in time for review and revision at October 2014 meeting.
- Reach out to AC staff of Chair for assistance.

October 2014 meeting preparation:

- Business model discussion still relevant for AC to complete.
- Other future topics suggestions were:
 - Identifying long-term data and asset needs (T. Browne)
 - Enlisting the next generation of talent (T. Gulbransen); A. Jochens noted this could fit into Planning Guiding Principles. Z. Willis noted that studies have identified the need for a skilled workforce.

Actions:

- Send DOC Strategic Plan to AC (Z. Willis) COMPLETE
- Send NOAA All-Hands Dr. Sullivan email to AC (Z. Willis) COMPLETE
- Send GEO document, Economic Reasons for Data to be Open and Available to AC (Z. Willis) COMPLETE
- Schedule next administrative call for August (V. Kromer) COMPLETE