

Yuma Association of REALTORS®
PR Committee Meeting
April 18, 2013

CALL TO ORDER

The meeting was called to order by Matias Rosales, Co-Chairperson, at 10:06 AM.

ROLL CALL

Present were: Co- Chairperson, Carrie Safranek, Co-Chairperson, Matias Rosales, Kent Perkins and Jan Marie Ennenga, AE

NEW BUSINESS

There was discussion concerning the mission, goals and objectives of the committee. The committee is focusing on increasing awareness about the importance of REALTORS®, both externally (community) and internally (membership).

External Relations

This includes community outreach projects, such as the food drive and Habitat projects, but also could include a more direct public campaign involving radio, newspaper and billboard advertising.

Community Outreach Events

- July Association Luncheon ~ Food Drive will be held for the Food Bank.

- September Association Luncheon ~ Collection/Drive for Crossroads Mission (will contact to see what is needed).

- Habitat for Humanity ~ Kent to contact Habitat to see if they are building a house this year.

Internal Relations

- *Realtor Family Picnic* (for all members)
Targeted for Sat., Nov. 2, 11 to 3 p.m.
Matias to check on: 1) availability and suitability of city/county parks
 2) hot dog and taco vendor

- *Broker Mixer/Lunch/Reception* ~ as a means of getting brokers together but nothing definite planned.

Combined

Public Awareness Campaign--The committee discussed ways of increasing awareness about REALTORS. One idea was to embark upon a public awareness campaign involving billboards and/or radio/local TV/newspaper advertising and featuring local REALTORS.

One association has done this with radio spots and they have their members record the prepared messages which promote the association, but also gets members involved. The committee will research costs and opportunities for further development.

- Jan Marie will check to see if there are any grant programs through NAR that might help fund an image awareness campaign.
- Kent to check into the cost of radio advertising
- Carrie to look into cost of billboards.

New Website – There was discussion about having a more updated and consumer friendly website as a way of promoting Realtors and property ownership issues with the idea that the current member website would remain, but would not be the primary public facing website. The first step would be to determine the goals and objectives of the site, the intended audience(s) and the critical content.

**MOTION
BOARD ACTION
REQUESTED**

The committee recommends that the Board of Directors form a working committee to explore the development of a new website and that representatives from the PR and Tech Committee be part of the committee.

The next meeting will be held on **Thursday, May 9 at 9 a.m.**

ADJOURN

There being no further business for Committee adjourned at 10:50 AM.

Submitted by:
Jan Marie Ennenga
Administrative Assistance

Approved by:
Carrie Safanek or Matias Rosales
Co-Chairperson