

Public Relations Committee
Meeting Minutes
May 9, 2013

Present: Carrie Safranek, Matias Rosales, Kent Perkins, Jan Marie Ennenga

Absent: Derek Egeberg

UPDATES

- **Habitat for Humanity** - Kent reported that they are currently in the fundraising mode but have indicated they may a build in October. Kent will follow-up.

- **REALTORS® Family Picnic** ~ Tentative date is Saturday, Nov. 2, 11 am to 3 pm. ***A venue still needs to be identified.*** Matias checked with a taco wagon service that said they would provide food for 300for \$1000. He also checked with a hot vendor and the charge would be 300 for \$300 people. The prices include water and soda. If the event is to be a “bring your own adult beverage”, a city permit is needed, along with verification of appropriate insurance coverage. Jan Marie will check on insurance coverage.

- **Advertising Campaign**- The committee is continuing to pursue advertising to promote REALTORS® as trusted neighborhood advisors, tying in with the national consumer awareness campaigns.
 - **Billboards** ~ Carrie reported that Lamar will charge a onetime set up fee of \$250 for a vinyl wrap and the cost is \$600 for four weeks. Sign Masters has a flat rate of \$750 a month for the Pacific location and \$600 for Martinez Lakes. This includes design work. Matias mentioned that the electronic billboard in San Luis is \$300 for 1000 spots, with a one to six month contract.
 - **Movie Theaters** ~ It was suggested that advertising at the movie theater might be very effective. Carrie was going to follow-up on pricing at both movie theaters in Yuma.

- **Food Bank Food Drive** – is set for the July 10 Nomination Luncheon. Members will be encouraged to bring along non-perishable food items for donation to the Food Bank.

NEXT MEETING

The next meeting of the committee will be Thursday, June 20 at 9 .m.