

**Public Relations Committee**  
**Meeting Minutes**  
**June 20, 2012**

**Present:** Carrie Safranek, Kent Perkins, Jan Marie Ennenga

**Absent:** Derek Egeberg, Matias Rosales

**UPDATES**

- **REALTORS® Family Picnic** ~ Tentative date is Saturday, Nov. 2, 11 am to 3 pm. ***A venue still needs to be identified.***
  
- **Advertising Campaign-** The committee is continuing to pursue advertising to promote REALTORS® as trusted neighborhood advisors, tying in with the national consumer awareness campaigns.
  - **Movie Theaters** ~ Carrie has left messages and requested quotes for both 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. Carrie will contact the Yuma Community Food Bank about donation boxes and pick-up.
  
- **September Luncheon** – Drive to benefit the Crossroads Mission. The exact nature (clothes, food, etc.) will be determined in July or August after contacting the Mission.

**NEXT MEETING**

The next meeting of the committee will be Thursday, July 18 at 9 am at the Association Office.