

PR Committee Meeting
Feb 19, 2009
9am

Present: Dana Lugten, Janet Johnson, Ken Ferrier, Loraine Griffin, Kitty Rauschert

Our Purpose: to educate the public of what REALTORS do to help their communities

- Floats in parades (Holland Tulip Time, Muskegon Summer Celebration, Grand Haven Coast Guard Festival, Zeeland Pumpkinfest)
- Family Picnic
- Media Day
- REALTOR RAPS
- Habitat Builds

Ideas

- Blog, Q&A, Ask the Professionals
- Full Page Ads

Floats

- Have a drawing from buyers to see who would like to ride on the float
- Picture of the home
- SOLD sign on the house on the float
- On the rainbow: Homes sold Y-T-D in 2009 - #
- On the side of the float: W MI REALTORS help 8,000 families come home in 2008

Family Picnic

- How many tickets per family?
- Charge or not? (\$5 ea)

Habitat Builds

List names of members who 'committed' to working at a Build in Newsletter.

Next meeting – Thurs, March 5, 9am

Meeting adjourned at 10:30am

Minutes prepared by Lori Santellan, Staff Liaison