

PR Committee Meeting
June 4, 2009
9:00am

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

Old Business

Tulip Time Parade – families that rode the float had a great time.
For future parades, have better customer contact with families riding the float (Realtor or PR Representative meet them at the float prior to parade starting, get pictures of riders); give families Appreciation Gift (soft cooler filled with water, snacks & gift card).

New Business

Habitat Builds – good response for volunteering to work at one of the builds. Lunch will be provided by Hope College Catering Service.

REALTOR RAP – looking to revamp/rename (Ask A REALTOR (?)). Committee to bring at least five (5) questions to the next meeting for review. Working on recording at least 12 infomercials at WMLAR and have them available for viewing on the Sentinel's website and WMLAR's website. Agents can download them to their websites. Will also have an email available for questions to be submitted to.

Next meeting – July 9, 10:30am – 12:30pm

Meeting adjourned at 10:10am

Minutes prepared by Lori Santellan, Staff Liaison