

**Public Relations Committee**  
**Planning Session**  
**July 9, 2009**  
**10:30-12:30**

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

**Muskegon Parade Update**

Ken reported the families thoroughly enjoyed riding on the float.

**Family Picnic**

It was discussed and agreed to let the Social Committee take this over.

**Planning Session**

REALTOR RAP – questions were submitted and reviewed. Dana will combine the questions and email them to the committee and Dale (WMLAR) for answers. Several Realtors from Prudential Clyde Hendrick-GH office volunteered to participate.

HABITAT – continue scheduling working on build projects. Find out if there is a build project in the Fennville/Saugatuck area.

PARADES – continue with the float in the major parades. Look into the Fennville Goose Festival and Coopersville Parades. Advertise in paper with pictures of the families that rode the floats one month prior to the parades.

BILLBOARD ADVERTISING - ?

CHEER CARDS – for schools to sell for Boosters. 13 advertising spots + newspaper ads featuring All-Star Team:

2x5 - \$2000

5x5 - \$2500

2x2 - \$1750

DAY OF CARING (UNITED WAY) – (groups or individual) assigned a job for one day, lunch provided.

BE A MENTOR

CHAMBER AFTER HOURS

TRUNK OR TREAT – advertise and have just before Halloween.

EASTER EGG HUNT

WORK WITH REALTORS WHO CARE

**Next meeting – Aug. 6, 10am**

Meeting adjourned at 12:20pm

Minutes prepared by Lori Santellan, Staff Liaison