

PR COMMITTEE MEETING

4-18-16 10 AM

Present: Chairperson Tracy Bremmer, Chairperson Marty Fahey, Wendy Ryder, Carrie Eppard, Board Liaison Martha Thomas, Staff liaison Jodi Thelen

Capitol Day- 32 reservations. Bus holds approximately 50-54.

Vehicle- Task force presenting a Ford Flex to the BOD-approx. \$35,000 to be used with wrap and insurance included in cost. The wrap will be on the lower portion of the car. For parade purposes, we will have "clings" or something made for the windows. The graphics on the wrap will be decided by BOD. May possibly have to use another car for Tulip Time. Martha volunteered her car. Discussed maybe borrowing car from Barber Ford.

Float- No word from Five Star Holland on float purchase. \$1700 was discussed as selling price.

Media Day-

Possible topics- inventory, human interest side to that. Stats. Price point on inventory shortage. FSBO-liability, losing money, pitfalls of FSBO, Title Company to possibly cover this. (Panel style, builder, lender, agent etc.)

Invites to be sent to local media-tv, radio, paper.

Possibly hold in WMLAR classroom with breakfast, beverages etc. Marty has compiled a media list.

Marty and/or Tracy will be in touch with Dale or Doug to go over specifics.

Videoette done by Marty for the General Membership meeting on 4-27-16.

Next meeting: May 16, 2016 10:30 am. (new time)

Adjourned: 11:30 am.