

PR COMMITTEE MEETING

6-20-16 10:30 AM

Present: Chairperson Tracy Bremmer, Chairperson Marty Fahey, Carrie Eppard, Wendy Ryder, Board Liaison Martha Thomas, Staff Liaison Judi Henshaw

Float - The float was sold to Five Star Lakeshore, they have paid for it and picked it up.

Vehicle - The vehicle should be wrapped and picked up this week, hope to have it at the golf outing on Friday and then use it next week to deliver May baskets.

Questions were asked where the vehicle would be stored, who would be able to drive it, how would picking up for use be handled, washing it, keeping gas filled etc. Dale said the BOD have answered most of these questions.

Carrie Eppard is checking to see if she can get us in the Montague/Whitehall parade for July 4th.

Tracy Bremmer and Martha Thomas will coordinate the Coast Guard Parade.

Media - Dale Zahn came into the meeting with the WGHN sales persons to talk about Radio advertising, several packages available. Spotlight on Business, Back Patio Party and Tuesday in the park or just continue with the 30 seconds spots we are using now. Discussion. It was decided to let Dale talk to them and make a decision as to which package would work best for WMLAR. Dale left the meeting and will let us know what he decides.

After the meeting Dale decided the Spotlight on Business was the best for WMLAR at this time, we will be featured the week of July 10, 2016, he will get with President Doug Klaasen to plan the topics of discussion.

Habitat build – Marty Fahey has organized to help with the Grand Haven build this week, he said he has several volunteers but could use more, Carrie Eppard will get with her office and Judi Henshaw will send out another broadcast to the members.

Park repair – Dale returned to the meeting to discuss WMLAR involvement in helping with a Park rebuild in Holland, Carters Kids is the organization along with LMCU trying to raise \$65,000 to rebuild the playground at the park. RWC not interested it is not part of their mission statement. BOD member Heather Davis will write in for a grant to help raise this money through the NAR Place making fund. Nancy Bierenga also suggested that we look at doing the same thing in Muskegon Heights.

No meeting scheduled for July.

Adjourned: 12:00 pm