

Public Relations Committee Meeting

June 7, 2006 at 6 pm
Swim and Tennis Club

1. Call to Order
2. New Council Member Orientation
 - a. Robin Kaufman, RBCC President, discussed the various districts in RB, expectations of council members, and answered questions of new council members.
 - b. Norman Murkoff suggested an orientation class for Perspective Council Members considering running in the next election in order to give citizens an idea of the function of RBCC
3. Annual Report Review
 - a. Eric Luthard discussed the PR Committee Annual Report from March 2006
 - b. All PR members are encouraged to read the Annual Report to get a feeling of what was accomplished in the last year.
 - c. Motion by E. Luthard, seconded by D. Rischeberger, to adopt "Public Relations Committee" as the official name of the committee. After discussion, motion passed.
4. Mission Statement
 - a. E. Luthard suggested adoption of a Mission Statement be added to the agenda for the next meeting.
 - b. Discussion of Mission Statement concept
 - c. Jim Adelman proposes that all members submit ideas for a Mission Statement to E. Luthard. E. Luthard to collect all submissions and present to all members via e-mail for their review prior to the next PR meeting.
5. Current Public Relations contacts
 - a. General discussion
 - b. J. Adelman to give E.Luthard his contacts from the Chamber of Commerce.
6. New Public Relations Ideas and Suggestions

- a. J. Adelman suggests improving/expanding RBCC website to include Web Logs (Blogs) to increase community interaction with RBCC website. J Adelman to contact George Cooke or other website personnel to discuss ability to add blogs or forums to website.
- b. D. Rischeberger, Frank Auwarter, and Dave Hall suggest regular attendance to each district's Community Center meetings by the representative of each district on the PR Committee. This will allow the PR committee to present all upcoming events in person to the citizens of each RB district and will allow citizens to know their elected Council Members.
- c. D. Adelman proposes that E. Luthard give a uniform and consistent "press release" to each PR member to add to their respective newsletters.
- d. E. Luthard agrees to provide all members with a flyer for the next meeting via e-mail for them to printout and post at local community centers, churches, etc.

7. Other

- a. Next PR Committee meeting: due to the normal meeting date (1st Wednesday) being on the day after July 5th, it was agreed that the next meeting will be postponed to the following Wednesday, July 12. It also was agreed that a consistent meeting place was best, and that Swim & Tennis is suitable.

8. Adjourn – Next PR meeting: Wednesday, July 12 at 7 pm at Swim and Tennis, Club 21 Room.