

Rancho Bernardo Community Council

PR Committee Minutes

Wednesday May 2, 2007

Swim and Tennis Club

Call to order: Meeting was called to order by Maria Keith, Co-Chair, at 7:00 pm. In attendance: Maria Keith, Jim Adelman, Jay Riordan, Jeffrey Gamble, Robin Kaufman, Diane Peters, Tim Harrington, Keith Worthington. Excused: Brandy Luscalzo-Steman, Ken Michael and Janet Atkin. Minutes were unanimously approved.

- 1) Introductions
- 2) *To new members:*
 - a. hand out contact information/skill set worksheet to be collected before end of meeting + PR Committee statement of purpose and goals.

Discussion of current events:

- 3) Fire Station Project
 - a. ideas/strategies for marketing, pr, advertising ~ various suggestions were made such as promoting those who give towards the project, whether a sponsor for the event or donations given towards the project.
 - b. possible Logo contest for use on all marketing materials for FS33 ~ other suggestions were to raffle off a birthday party with the fire fighters, auction off a dinner with the fire fighters, more tile painting parties, etc. All to increase awareness of the project in the community
 - c. monthly press releases ~ newsletter focusing on it's progress, a specific fire fighter at the station, volunteers, notable donors, focus each month on an individual who has aided in the project or who has received life saving services from the station.
- 4) newsletter items: interviews, meeting dates, information regarding donors, etc. ~ . Maria Keith suggested someone compose a list of questions to ask fire fighters for the interviews. Tim Harrington volunteered to make the list by the next PR meeting.

- 5) RBCC Web site - suggestions for improvement ~ one suggestion was 'find waldo' type of event so people would have to scan through the entire web site. An individual would be picked from a group who found 'waldo' and awarded a prize. It was also suggested to have a set calendar somewhere on the web where people can quickly look at all the meeting dates/times/locations. It was also suggested to make the links larger. Jim Adelman, Co-Chair, suggested getting just the web site address printed in the local papers. People would be curious about it and type the site in to look. Jay Riodan was appointed to write a brief blurb about the RBCC for The Sun.
 - a. rewrite/re-design of RBCC brochure: May 11 deadline ~ Maria Keith and Janet Atkin will do this with.
- 6) Upcoming events, announcements ~ RB Alive, tile painting parties
- 7) Decide on best meeting day/time (1x monthly) ~ it was decided to have the meetings the first Thursday of the month, 7pm. Maria Keith will confirm a location and also inform the Swim and Tennis Club of the change so they can have the room available for other groups on the first Wednesday of the month.
- 8) Closing comments
- 9) Adjourn. Meeting adjourned at 8:25 pm