

PR COMMITTEE MEETING MINUTES

Wednesday, October 14, 2009 5:30p at the Royal Coachman

ITEMS FOR DISCUSSION

1. Website – Ideas on getting members to use and what content to put on it. Thumbnails online for new members to go with pictures. Have it so members can input their own information.
2. Community activities – representation on the different committees; it seems that each fundraiser has their own promotions that they do that don't include the actual committee or at the very least be cc'd on minutes from the meetings
3. Adopt a Highway? Community Awareness?
4. Is the rotary corner enough? Or should we be looking at doing something ourselves. Keep the partnership with the Noon Club on the RC.
5. How much are we willing to do? Set a couple of goals and complete them.
6. Info to the community wheel.....do you think it's beneficial? The wheel is on channel 4 in the afternoons only. Anything can be included – the garden this weekend could have been on there but we need to know about upcoming events.

MEETING NOTES

1. The committee thought that the idea of getting more information about members online would be good. It would be best if it were possible for each member to be able enter some of their own information. The idea behind this is so familiarize everyone with the entire membership old and new. I have met with Wiley and he has already added photos to the Classification category and is looking at different ways to get this information up and running.
2. It seems that all the committees have a PR component already in place and that it would be a good idea to have committee's forward minutes and their events to the core PR Committee so we know what is going on. It was thought that even if all committees placed their minutes on the website for all to see it would engage the membership a little more.
3. Adopt a Highway program was discussed – this is for community exposure. I noticed that there aren't many groups in town participating in this program and throughout my travels the one thing I always notice are the Adopt signs. It was said that this was brought forward in previous years and the membership did not want to participate; so we will try again. The commitment is 4 times a year with no cost. Rotary will be provided with everything needed to clean up a portion of the Highway. Inge is looking into this.
4. It was agreed that maybe more joint newspaper advertising would be better. This past year there were only 3 Rotary Corners and that isn't enough especially with the Student of the Month sections. It was also agreed that less written content and more pictures would be a better way to go.
5. It was agreed that we should focus on a couple of things this year and ensure we do it well. More Rotary Corners, Adopt A Highway, and the website (Twitter) is enough for now; once we master these items and are connected then we can look at more.
6. We can add anything to the Community Wheel; it doesn't cost us anything and yes people still go to Channel 4 for event listings in the community. We just need to know about them with enough lead-time to get the information out there.