

Lawrence Board of Realtors
Marketing and Communications Committee

Co Chairperson: Tori Perdue, Keller Williams Integrity
Co Chairperson: Emily Robertson, McGrew Real Estate
Past Co-Chair: Lexie Haskin, Guardian Mortgage
Past Co-Chair: Karena Schmitendorf, EXP Realty LLC
Rob Hulse, LBOR Staff Liaison
Kathryn Clark, ReeceNichols Alliance, Inc.
Meagan Cox - Keller Williams Integrity
J. Patrick Dipman- McGrew Real Estate
David Dunn, Stephens Real Estate

Diane Fry, Fairway Independent Mortgage
Ahnya Lewis - Stephens Real Estate
Erin Maigaard, McGrew Real Estate
William Perkins, KW Integrity
Ashley Zeller, Bank Midwest

Marketing and Communications Committee Meeting

Friday, September 8th, 2023

9:30 am

1. Call to Order (5 mins)
 - A. Introduce members
 - B. Review Minutes
2. Previous Business (10 mins)
 - A. Social Media: (Emily)
 - i. Update on public group
 - Feedback for new Monday Marketing image?
Looks great. It's getting more shares.
 - Review updated Mission Statement for group
 - Give update on private group
Need to find a more efficient way to post meeting schedule
 - B. Radio Live + Local video update (Karena)
 - i. Update on radio show
Need 4 more slots filled for the rest of the year
KB Painting- Nov 7
3. Review RAIL (Project List) (15 mins)
 - I. Podcast - Will spend majority of meeting discussing Podcast Strategy
 - Do same topic on radio and podcast
 - Record several podcasts in a day
 - Schedule a trial run- next meeting to determine what we need.
Equipment
Mic, mixer, ring light,
Goal- create 1 or 2 by the end of the year
Launch at the beginning of the year
4. New Business
 - B. Events (20 mins)
 - Golf FUNdraiser - do we have all of the sponsors confirmed?- not yet
 - And can Emily get images for Facebook of all confirmed sponsors?- created a drive folder to hold sponsorship media
 - Tori to reach out to Jill about charity classic marketing.
1pm on 9/13

5. Discuss next meeting date & time (5 mins)

Oct 13th - 30 min meeting

1 hour of podcast trial 9:30-11

David, Karena, Emily, Tori, Lexie

6. Open floor for suggestions

Need a point person for the Lawrence Lights- Emily volunteered

Need to get more pictures this year to get more marketing.

7. Adjourn