

Agenda

Lawrence Board of Realtors

Media Relations Committee

Co Chairperson: Tori Perdue, Keller Williams Integrity
Co Chairperson: Emily Robertson, McGrew Real Estate
Past Co-Chair: Lexie (Freeman) Haskin, Guardian Mortgage
Past Co-Chair: Karena Schmitendorf, EXP Realty LLC
Rob Hulse, Lawrence Board of REALTORS® Staff Liaison
Krista Bartels, KW Integrity
Kathryn Clark, ReeceNichols Alliance, Inc.
Robert Coleman, Stephens Real Estate
David Dunn, Stephens Real Estate
Diane Fry, Fairway Independent Mortgage

Tori Gideon, KW Integrity
Elizabeth Ham, Realty Executives, Hedges Real Estate
Dawn Hill, Platinum Realty
Stacie Hulshof, Crystal Clear Realty
Erin Maigaard, Realty Executives, Hedges Real Estate
William Perkins, KW Integrity
Jay Riner, KW Integrity
Aaron Urban, Central National Bank
Shannon Worley, McGrew Real Estate
Ashley Zeller, Bank Midwest

Media Relations Committee Meeting

Friday, January 13th, 2023 9:30am

1. Call to Order
 - a. Introduce new chairs-*introduced Tori and Emily as new chairs*
 - b. Introduce members - *New member Jean Wilson-Latortue*
 - c. Review Minutes
2. Previous Business
 - a. Brief review of 2022 progress
 - i. What went well - *progressed with social media, set up RAIL, created more of a vision for the committee*
 - ii. What to adjust -*more direct vision with social media, more members with specific roles*
 - b. Lawrence Lights Social Media Report (Emily Robertson)
-Facebook had the best return on adds, posting multiple times a day was very successful
 - c. Facebook Group (Tori Perdue)-*Tori will be adding posting content for members*
3. Review RAIL (Project List)- *2 most immediate needs, grant funding & creating a template for events -template is planned to be a focus of the next meeting*
3. New Business
 - a. Expanding committee membership-*Emily & Tori will call all members on list*
 - b. Consistent social calendar: Assign members of committee to days of the week
-Lexi Haskin is currently doing Wednesdays & Radio show posts, Emily is doing Monday & Fridays (Diane Fry may be able to help with Friday posts)
 - c. Ready Set Spring
 - i. Discuss marketing template- *create plan next meeting*
 - ii. Question we need to ask Steering Committee to make process easier- *will make posts on private group*
5. Real Estate Live + Local Radio
 - a. Update from Karena-*will need more help on radio - we can discuss specific needs next meeting*
 - b. Schedule & topics -*matches topics to NAR monthly topics*
 - c. Potential for getting recordings? Sponsors? - *Back to trying Facebook lives! Need to work on grant funding request*
 - d. Update Logo for 2023-*has multiple logos. Discussed potential for switching out background to add different image that may may "stop the scroll"*
6. Open floor for suggestions on 2023 changes- *Create Survey for other committees to submit social media requests*
7. Adjourn