

Lawrence Board of Realtors

Marketing and Communications Committee

Co-Chair: Lexie Haskin, Flint Hills Mortgage
Co-Chair: Campbell Ragan, McGrew Real Estate, Excused (Late??)
Past Co-Chair: Emily Robertson, Surface Experts
Rob Hulse, LBOR Staff Liaison
Tori Perdue, Platinum Realty

Diane Fry, Fairway Independent Mortgage, Excused
Erin Maigaard, McGrew Real Estate
Nez Iskandrani, Pure Maintenance of Kansas
Kevin Phenix, Stephens Real Estate
J. Patrick Dipman, McGrew Real Estate

Marketing and Communications Committee Meeting

Empowering the Community through REALTOR Connections
January 14, 2026 @ 11:00 AM

1. Call to Order (10 min)
 - We have a lot of agenda items to work through today. Would everyone be ok with skipping the icebreaker & reviewing previous minutes?
2. New Business: (10 min)
 - Welcome Yellow Bug
 - Proposal
3. Previous Business (35 min)
 - A. Podcast Sub-Committee Update (20 min)
 - Sponsors/Advertisements - Is there any further interest? Share Pure Maintenance's ad when talking to people!
 - Rainbow Restoration bought an ad
 - Haven't heard from: TopGun Concrete Lifting
 - First Recording Session has been completed! The second session is on Thursday. Other recording sessions listed below:
 - Discuss episode topics & guests
 - January 15th
 - GUEST: Drew Deck, ReeceNicholas Preferred Realty, TOPIC: Future-Proofing Your Home: Tech Trends Buyers Actually Want
 - GUEST: Kelly Langseth, Rainbow Restoration of NE Kansas , TOPIC: The First 48 Hours: Why Water & Fire Damage Can't Wait
 - GUEST: Renee Barrett, Platinum Realty, TOPIC: Beyond the Market: When Life Says It's Time to Move
 - GUEST: Jill Stueve, Keller Williams Integrity, TOPIC: World Cup Meets Airbnb: Is Lawrence Ready?
 - January 29th:
 - Different ways to title and what it means: Nate Imparato- Lawyers Title
 - Toland Hippe: Realtor Horror Stories
 - Lot & Construction Loans: Michelle Fales
 - Brad Eldridge, Douglas County Appraiser
 - February 19th- one spot filled- the rest are for the series
 - March 5th & 26th
 - 5 episode topics & guests remaining- thoughts on these & guests?
 - **Sewer Systems- Septic** (HoneyBees- Scott)
 - **Foundation Expert
 - **Realtor safety
 - **Cameras in homes - Do's & Don'ts
 - **Benefits of having an Open House/Marketing your Home
 - Grant 2026:
 - Rob- any updates on applying?
 - Discuss episodes & guests- need to finalize who will come and speak
 - Advertising for the Podcast:
 - Need to decide between Yellow Bug & Kyla- discuss next meeting
 - Drop off lists of episodes flyers along with making the business cards
 - Could Beth do a Linktree for the podcast? (**Rob**)
 - What is needed?
 - Business Cards once we have a plan on who we are using for advertising
 - B. OTHER UPDATES: (5 min)
 - Updated Attendance Policy for 2026:
 - Making the requests a part of our Agenda. The Committee would decide if they were excused. If there are excessive absences, the Committee may decide NOT to approve the requests, resulting in an unexcused absence.
 - Unexcused Absence from more than 2 regularly scheduled meetings will be considered resignation from the Committee.
 - An excused absence can be requested by simply emailing or calling the Chairperson(s) or LBOR Staff Liaison prior to the meeting day/time.
4. Open the Floor for Suggestions

GOALS FOR THIS YEAR: 2026

Community Outreach

- Recruit two new committee members
- Increase communication and collaboration with other committees to support their initiatives

Podcast

- Strengthen advertising revenue to improve long-term sustainability
- Secure 8 new advertisement or episode sponsorship commitments (outside of the ones we are currently working on)