

Lawrence Board of Realtors

Marketing and Communications Committee

Meeting Minutes

January 9th, 2024

This meeting was held via Zoom due to inclement weather.

1. The meeting was called to order.
 - A. Committee Members were welcomed to the 2024 M&C Committee.
 - B. Introductions were made.
 - C. Previous Meeting Minutes were reviewed.

2. Previous Business was discussed.
 - A. Social Media: Both public and private Facebook pages were reviewed and discussed.
 - i. An invitation to the Private Facebook Group will be in the February Newsletter, i.e., Looking for more information? Join the Private Facebook Group...
 - B. Lawrence Lights was recapped.

3. Karena provided an update on the Real Estate Live and Local Radio Show.

4. Lexie provided an update on behalf of the Podcast Sub-Committee.
 - A. Update on the initial Library TEST Session – Next Test Session will be on Friday.
 - B. Open Discussion on the Launch of the Podcast. (Soft or Hard launch?)

5. New Business
 - A. Setting Goals for 2024 and Creating an Action Plan (bring back the Rail?)
 - B. Meet on Tuesday Afternoons?

6. Open Discussion?

7. Meeting Adjourned