

Lawrence Board of Realtors
Marketing and Communications Committee

Co-Chair: Lexie Haskin, Bank Midwest
Co-Chair: Campbell Ragan, McGrew Real Estate
Rob Hulse, LBOR Staff Liaison
J. Patrick Dipman, McGrew Real Estate

Tori Perdue, Platinum Realty
Karena Schmitendorf, EXP Realty

Marketing and Communications Committee Meeting
Empowering the Community through REALTOR Connections
May 13, 2026 @ 11:00 AM

1. Call to Order (10 min)
 - Welcome: Thea & Amanda & Jana!
 - Attendance: Vote on Excused & Unexcused Absences
 - Review of Minutes from April (**Rob**)
2. New Business: (35 min)
 - **Kyla Updates:**
 - Sent out the roadmap and it was approved. Thank you!
 - Campaign Launched- May 5th: Episode 8 (Dustin Baker)
 - Campaign runs for 5-7 days then possible adjustments made
 - Receive an early performance report around the two-week mark
 - A final report will follow at the end on June 5th
 - Rob has been working on the landing page and it looks so much better! Thank you for your work on this!
 - **April 25 - May 16- Outreach & Campaign**
 - Social templates, rack card, media kit delivered
 - Drafts ready for review around (May 12th or 13th) for review
 - Partner + Sponsor outreach begins
 - **May 17- May 31**
 - Performance Report + Future-use guidance
 - Luncheon materials ready
 - Handoff SOP delivered
 - **Revise the Podcast Sponsorship form**
 - **Mid-Year Luncheon:**
 - **Panelist Updates**
 - Danielle Davey will be the panel host
 - All panelists have agreed and confirmed.
 - David Hamby, Steve Kelly, Dustin Baker, Jeff Crick & Mickey Stremel
 - **Details:**
 - 2 minute promo video from podcast sessions
 - Beth helping with this
 - Campbell will send over clips for her to use from Opus.
 - Need to have the questions to send to panelists no later than **June 5th**
 - **We have moved our meeting on June 10th to June 3rd so we can finalize these questions. Campbell will have the draft sent out to committee members by May 27th (1 week prior to our meeting). PLEASE review it PRIOR to our meeting on June 3rd.**
 - Board of Directors has finalized that:
 - Lunch is: Lulu's Latin Food
 - Event Sponsors: Lawyers & Envista
3. Previous Business (10 min)
 - A. Podcast Sub-Committee Update (20 min)
 - All recordings complete!
 - **Advertisement Update:**
 - Bryan O'Connor with O'Conner Advisory Group @ \$150 x 4= \$600
 - He plans to purchase 4. Waiting on the form.
 - Would only leave 5 more possible episodes to sponsor for 2026
 - KU intern
 - Update & Discussion
 - 50% reimbursed- Would this be more of something that the board would decide? Etc.

4. Open the Floor for Suggestions

A. Monday Market updates- any volunteers?

Advertisements Sold in 2026: Last updated 3/6/26

- (1) Rainbow Restoration @ \$50
- (4) Top Gun Concrete @ \$50 each= \$200
- (1) Gutter Princess @ \$150
- Series Sponsor!!! - 5 episodes for the price of 4: Farm Bureau Financial The Sparke Agency. \$600 total
 - **TOTAL: \$1,000**

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

Updated Attendance Policy for 2026:

- Requests are part of the agenda. The Committee decides 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.

Lawrence Board of REALTORS®

Marketing and Communications Committee

Co-Chair: Lexie Haskin, Flint Hills Mortgage
Co-Chair: Campbell Ragan, McGrew Real Estate
Amanda Martin, KW Integrity
Jana Collins, KW Integrity

Karena Schmitendorf, Platinum Realty
J. Patrick Dipman, McGrew Real Estate
Tori Perdue, Platinum Realty
Erin Maigaard, McGrew Real Estate
Rob Hulse, LBOR Staff Liaison

Meeting Minutes

Empowering the Community through REALTOR® Connections

April 8, 2026 @ 11:00 AM

RECAP OF 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)

Meeting Summary

Attendance Tracking

The committee discussed attendance tracking. The Committee decided to defer any action on attendance until next meeting. Rob will visit with Diane Fry about attendance and the need for a quorum. Additionally, Kevin asked to be removed from the Committee because his schedule now prevents him from attending.

Marketing Roadmap for Podcast Series – The Home Stretch

Kyla Love (consultant) will have the roadmap out by April 16th. The Committee should look for the email with the roadmap, which will include a request for approval by the Committee. Kyla's access to the Canva Templates has been enabled. To ensure all series sessions are ready for release, Josiah Moreno (podcast editor) will have all the episodes ready by mid-April.

Also, Kyla will have the rack cards ready for the Committee and LBOR to distribute. The rack cards will be printed using the LBOR Copier/Printer. Card stock will be used for the rack cards.

Midyear Luncheon Panel Logistics

- Danielle Davey is confirmed as the facilitator of the panel discussion.
- All panelists who participated in the podcast series are now confirmed for the luncheon.
- The Committee will have questions for the panel ahead of the luncheon by June 5th.
- A short montage video will be created from the podcast series to be used to help promote both the series and the luncheon. Beth will help with this once the clips have been identified.
- The Board of Directors is finalizing catering plans and will have this in place prior to the next Committee meeting.
- Both Lawyer's Title of Kansas and Envista Federal Credit Union are co-sponsors of the Midyear Luncheon.
- Podcast Business Cards and QR Code will be printed at the LBOR Office ahead of the luncheon as well.

Previous Business

Education Committee Collaboration:

- Marketing Compliance Session for Agents – the Education Committee agrees that a session on this topic would be helpful, but do not have a vision of what that would look like just yet. The Committee discussed if it might be better to proactively plan this session to coincide more closely with the Ready Set Spring event in the coming year (or to coincide with any event in which the use of social media and marketing is discussed in detail). Another perspective is that this topic can stand alone and does not need to tie back to Ready Set Spring.

New Business

Potential Intern from KU School of Business

- Using a model provided by the Sparke Agency, it may be possible to arrange an internship that can help the Committee complete marketing tasks during the year. The Committee spends a lot of time on the Podcast, as well as doing other supportive promoting of LBOR events, and an internship might be a good solution. The LBOR does not have a budget for this, and exactly how this can be initiated will be further explored.
- Staff at the LBOR will offer administrative support for this, including ongoing administrative support as needed. And the LBOR may have an ability to add depth to the curriculum by expanding the program across membership communications, and development of a communications plan.

Next Meeting(s):

The next meeting is scheduled for May 13th. The group also discussed Lexie's upcoming maternity leave and the need for clear communication channels during this time.

LAWRENCE BOARD OF REALTORS

KU Outreach Email — DRAFT

3838 W 6th St, Lawrence, KS 66049 | 785.842.1843 | lawrencerealtor.com

Suggested recipients

Faculty / internship coordinators:

- William Allen White School of Journalism & Mass Communications — internship coordinator and faculty teaching strategic communication / PR.
- KU School of Business — Marketing department internship coordinator (BUS 494 / MKTG 494).
- Film & Media Studies department — internship coordinator (FMS 491).
- KU University Career Center — career advisors covering communications, marketing, and media.

Student organizations (officers/advisors):

- KU Ad Club
 - PRSSA at KU (Public Relations Student Society of America)
 - Women in Communications Leadership / Women in Business (KU chapters)
 - Society of Professional Journalists — KU chapter
 - KU Film & Media Studies student org / KJHK student radio
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Suggested subject line

Internship-for-credit opportunity — Marketing & Communications, Lawrence Board of Realtors (Summer 2026)

Email body

Hi [PROFESSOR / COORDINATOR / ORG OFFICER FIRST NAME],

We co-chair the Marketing & Communications Committee at the Lawrence Board of Realtors (LBOR), the local trade association for real estate professionals in Douglas County. We are looking to hire a University of Kansas student as our Marketing & Communications Intern for Summer 2026, with the option to extend through the Fall semester — and we are reaching out directly to the departments and student organizations whose students would be the strongest fit.

Here is the quick version of the role:

- Marketing & Communications Intern — hybrid (LBOR office + remote), approximately 8–12 hours per week, flexible around class schedule.
- Unpaid internship offered for KU academic credit; we provide all required documentation and supervisor sign-off.
- Hands-on work across social media, short-form video, podcast production, and event/member communications.
- The intern works alongside the two of us and the rest of the committee on real, published content with a real audience — strong portfolio material.

We would be grateful if you could share this opportunity with students who you think would be a good fit, or pass it along to your internship coordinator and student org leaders. We have attached:

- The full position description (to share with students or post on Handshake).
- A "How to register for academic credit" guide for the student we ultimately hire.

Students can send a cover letter, resume, and 1–3 work samples to either of us at the addresses below. We are reviewing applications on a rolling basis. We would also be happy to come speak to your class or student org about the role and about marketing careers in the real estate industry.

Thank you for helping us connect with great KU students.

Best,

Lexie Haskin

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Campbell Ragan

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