

Meeting Minutes

Media Relations Committee

Friday, February 3rd, 2023

9:30 am

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, 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

1. Call to Order

a. Introduce members

Patrick has joined the committee.

b. Review Minutes

Approved

2. Previous Business

A. Social Media: (Emily)

i. Do we want to have "themed months" for social media purposes?

Yes We will decide the next month's theme at each meeting.

March's post will focus on the Spring market

ii. Would anyone like to be in charge of Friday posts?

Patrick volunteered to post on Fridays.

B. Facebook Group (Tori)

i. Member count

96 members as of the date of the meeting

ii. Have we sent requests to everyone on the board?

Many LBOR members have been invited but everyone should invite LBOR members they are facebook friends with. We need to check on members in the other group to make sure they are using the new group.

C. Radio Live + Local video update (Karena)-

Karena was unable to make the meeting.

i. Review how recording radio show went-

It was great to have a video recording of the radio show again.

ii. Would anyone like to help Karena with the radio show

No takers today

3. Review RAIL (Project List)

A. Create a marketing template for Ready set spring together

B. Create questionnaire to ask Steering committee on what would be helpful

A Google Form will be used to hold the questionnaire. It will be emailed out the committee chairs when an event is coming up.

We may need to have a media relations rep collect info at a committee meeting.

Once questions are created, Tori will make up the form and email it out to the committee to review.

4. New Business

A. Expanding committee membership

B. Discuss next meeting date & time

C. Change committee name

Some options include:

Media Marketing

Media & Marketing

Marketing

Communications

Marketing & Communications

5. Open floor for suggestions

Discussion on our meeting being right after the Board of Directors meeting and the need to get ahead of items that need to be given to the Board of Directors.

6. Adjourn

Next meeting March 3rd at 9:30