

Lawrence Board of Realtors

Marketing and Communications Committee

Co-Chair: Lexie Haskin, Flint Hills Mortgage
Co-Chair: Campbell Ragan, McGrew Real Estate
Past Co-Chair: Emily Robertson, McGrew Real Estate
Rob Hulse, LBOR Staff Liaison
Tori Perdue, Platinum Realty
Kevin Phenix, Stephens Real Estate

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

Marketing and Communications Committee Meeting

Empowering the Community through REALTOR Connections

September 9, 2025 @ 1:30

1. Call to Order (10 min)

- Attendance & Icebreaker: If you could live in any style of house—no budget, no restrictions—would you pick a sleek modern, a classic farmhouse, a historic Victorian, or something totally different?
- Review of Minutes from August (**Campbell**)

2. Previous Business (35 min)

A. Podcast Sub-Committee Update (20 min)

- Shorts Update - **haven't had time to post these yet on YouTube. Would anyone be interested in helping? (Lexie)**
- Sponsors/Advertisements - Is there any further interest? Share Pure Maintenance's ad when talking to people! (**Erin**)
 - **Need to figure out a way to make the podcast self-sufficient**
- **Funding for next year - need to discuss a plan.**
 - Kyla Love consult & cost for next grant program
 - **Marketing & advertising makes sense**
 - **New co-host announcement for 2026!**
 - **Josiah has confirmed he will still edit for us next year**
 - **Go over proposed series for next year**
 - **# of episodes**
 - **# for the grant series**
 - **Rob- when should we give an update? Ask about funding?**

B. Social Media: (10 min)

- Update on Public Group (**Patrick**)
 - Would anyone else be willing to do the Monday Market Update posts? (**Kevin has volunteered!**)
 - Insight Tracker Update (**Patrick**)
- Update on Private Group
 - Remember to try and post when you get a moment for interactions!
 - Campbell has been re-sharing the affiliate posts.

C. OTHER UPDATES: (5 min)

- Charity Classic - any other marketing needed? Emily, how are the posts coming?
 - Don't believe we have received anything from the Charity Classic- Emily??
 - Volunteers to be at the Charity Classic for a little to take videos & pictures for next year (that was one of their biggest requests for help)
- Affiliate Spotlight - (**Kevin**)
 - Campbell has been working with Kevin to get these posted.
 - **Has anyone received any comments or feedback on them?**

3. Open the Floor for Suggestions

4. Adjourn

GOALS FOR THIS YEAR: 2025

COMMUNITY OUTREACH:

- Recruit two new members to join our committee
- Work with/assist other committees in their endeavors

PODCAST:

- UPDATE: Advertising to become more sustainable for the podcast moving forward
- Recruit/Fill six advertisements/episode sponsors for the podcast