

**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  
Diane Fry, Fairway Independent Mortgage  
Emily Robertson, Surface Experts

**Marketing and Communications Committee Meeting**  
**Empowering the Community through REALTOR Connections**  
**April 8, 2026 @ 11:00 AM**

1. Call to Order (10 min)
  - Attendance
    - Vote on Excused & Unexcused Absences
  - Review of Minutes from March (**Rob**)- **AI notes, can this be sent out automatically after the meeting?**
2. New Business: (35 min)
  - **Recap with Kyla**
    - Kyla needs:
      - **More canva templates from Rob**- did you get this sent to her?
      - She will have the road map ready no later than April 16th
      - Once we have received that we will send for our committee to review & approve
        - Planning to do this via email if everyone is okay with that unless there is a bigger piece we need to discuss
  - **Mid-Year Luncheon**
    - **Panelist Updates**
      - Danielle Davey will be the panel host
      - Campbell sent out an email to all panelists with event details and asked them to confirm they are still willing & available. Originally only unsure was Jeff Crick- Recommended alternative: Matt Schmidt
        - Yes: David Hamby, Steve Kelly, Dustin Baker
        - No:
        - Haven't heard: Jeff Crick & Mickey Stremel
    - **Details:**
      - 2 minute promo video from podcast sessions
        - Rob- is this actually something Beth can help with instead of Josiah?
      - Need to have the questions to send to panelists no later than **June 5th**
      - Josiah will have all episodes for the series uploaded by the end of this week!
      - Kyla will have the rack card ready so we can have that to distribute
        - Rob- can you guys print this for us?
      - Board of Director members are working on:
        - Getting the lunch arranged
        - Potential event sponsors: Lawyers & Envista
3. Previous Business (15 min)
  - A. Education Committee & Compliance Training - Rob anything from their meeting last month?
  - B. Podcast Sub-Committee Update (20 min)
    - Finalized release schedule- provided as a handout to you
    - Last recording session complete (kind of)
      - Ric Averill (Haunted Houses in Lawrence, KS) will be doing make up session on April 22nd at 10:35
    - **Potential Advertisement:**
      - Bryan O'Connor with O'Conner Advisory Group @ \$150
4. Open the Floor for Suggestions
  - Would like to explore an Intern from KU for the committee and potential other committees for collaboration

**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- any suggestions?
- 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)

### 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, Past  
Co-Chair: Emily Robertson, Surface Experts  
Rob Hulse, LBOR Staff Liaison  
Tori Perdue, Platinum Realty

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

### Meeting Minutes

Empowering the Community through REALTOR Connections

March 11, 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)

#### Quick recap

The meeting focused on planning and coordinating a podcast marketing campaign funded by a Level 2 grant. The committee discussed timeline adjustments, with Kyla requesting to start the campaign in early April due to Lexie's upcoming maternity leave. They established Lexie as the primary point of contact for the marketing efforts, which will include creating a strategy roadmap, setting up advertising campaigns, and developing promotional materials. The group also reviewed plans for an upcoming luncheon panel featuring several confirmed speakers, including Justin Baker, David Hamby, Mickey Stremel, and Steve Kelly. Additionally, they discussed potential business card and rack card production and considered organizing a future educational session on compliance and best practices in real estate marketing with the Education Committee.

#### Attendance Tracking

The committee discussed attendance tracking for future meetings, deciding to use a Google Sheet to record excused and unexcused absences. They reviewed attendance for the current and previous meetings, noting that Diane and Kevin were unexcused for the current meeting as they hadn't communicated their absence.

#### Committee Attendance Excuses Approved

The committee discussed excusing Diane's absence from the February meeting, which was approved by a 4-1 vote. They also voted to excuse Kevin's absence in February, which was also approved. The discussion highlighted the importance of attendance for committee business and decision-making, with Rob emphasizing that a quorum of 4 is needed to pass motions.

The group then voted on excusing current absences (March meeting), with Kevin's absence being unexcused and Diane's absence being excused.

#### Grant Funded Podcast Marketing Strategy

They next discussed the Level 2 grant funded marketing project, where Kyla Love (consultant) presented a timeline for the campaign. The group agreed to establish Lexi as the primary point of contact for the project and discussed the need for access to various analytics and platform accounts. Kyla outlined her plan to complete the initial phases of the project within two weeks, focusing on gathering information and building a podcast strategy roadmap.

The team then discussed the timeline and strategy for the podcast series. They agreed to start the marketing campaign in early April, focusing on the first two episodes. The campaign will serve as a pilot/template to demonstrate how advertising can be done for future podcast series. They also discussed the potential challenges of marketing during the World Cup and agreed to start releasing episodes sooner to create promotional content. The goal is to increase viewership and awareness of the podcast.

They planned to finalize the podcast series at a scheduled luncheon event with panelists from the episodes. The team also discussed the need to make the campaign process replicable for future team members.

#### Event Planning and Panel Logistics

The team discussed several event planning details, including the decision to keep the April 8th meeting date and potentially hold a April 22nd meeting electronically, or by using email correspondence. They confirmed several panelists for the luncheon, including Justin Baker, David Hamby, Mickey Stremel, and Steve Kelly, and discussed logistics for the venue at 1235. The group also planned to create a video montage of podcast clips to show before the panel begins.

#### Future Podcast/Session Planning

The meeting discussed several topics that could be targeted in a collaboration with the Education Committee, including green energy and the use of solar panels. Also discussed was a Best Practices session for online marketing in the industry, using various panelists from different industry perspectives, with an emphasis on compliance (lenders, leadership, etc.)

The group also discussed Lexie's upcoming maternity leave and the need for clear communication channels during this time.

Marketing & Communications Committee	Role	Jan.	Feb 11	Mar 11	Apr 8	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		Present	Excused	Unexcused
2026		Jan.	Tue	Wed	Wed	May	June	July	Aug.	Sep.	Oct.	Nov.			P	E	U
Campbell Ragan	Co-Chairperson	P	P	P													
Lexie Haskin	Co-Chairperson	P	P	P													
Diane Fry	Committee Member	E	E	U	R												
Emily Robertson	Committee Member	P	E	P													
Kevin Phenix	Committee Member	P	E	U													
Patrick Dipman	Committee Member	P	P	P													
Victoria Perdue	Committee Member	P	P	P													
Erin Maigaard	President																
Rob Hulse	LBOR																
	R - Excused Absence Request				LE - Late or Leave Early Excused												
	E - Excused				LU - Late or Leave Early Unexcused												
	U - Unexcused																

## 2026 Podcast Release Schedule

### January

- **January 6: Episode 1:** 2026 Market Predictions: Rob Hulse
  - Josiah- December 4th Folder
- **January 20: Episode 2:** How to Price & Position Your Home to be Sold: Erin Maigaard
  - Josiah- December 4th Folder

### February

- **February 3: Episode 3:** Top 5 Negotiation Mistakes to Avoid when Buying a Home & How to Secure the Best Deal: Michelle Roberts-Freeman
  - Josiah- December 4th Folder
- **February 17: Episode 4:** Seasonal Home Maintenance Recommendations: Brett LaRue
  - Josiah- December 4th Folder

### March

- **March 3: Episode 5:** County Appraisals: Brad Eldridge
  - Josiah- January 29th Folder
- **March 17: Episode 6:** World Cup Meets Airbnb: Is Lawrence Ready? Jill Stueve
  - Josiah- January 15th Folder

### April

- **April 7: Episode 7 GRANT SERIES #1**
- **April 21: Episode 8 GRANT SERIES #2**

### May

- **May 6: Episode 9 GRANT SERIES #3**
- **May 20: Episode 10 GRANT SERIES #4**

### June

- **June 3: Episode 11 GRANT SERIES #5**
- **June 17: Episode 12 CHAMBER EPISODE**

### July

- **July 1: Episode 13:** Future-Proofing ?Your Home: Tech Trends Buyers Actually Want: Drew Deck
  - Josiah- January 15th Folder
- **July 15: Episode 14:** Lot & Construction Loans: Michelle Fales

- Josiah- January 29th Folder

## August

- **August 5: Episode 15:** The First 48 Hours: Why Water & Fire Damage Can't Wait: Rainbow Restoration, Kelly Langseth
  - Josiah- January 15th Folder
- **August 19: Episode 16:** Different ways to title a home: Lawyers Title
  - Josiah- January 29th Folder

## September

- **September 2: Episode 17 :** Beyond the Market: When Life Says It's Time to Move: Renee Barrett
  - Josiah- January 15th Folder
- **September 16: Episode 18:** Community Foundation: Greta Carter Wilson
  - Josiah- February 19th

## October

- **October 7: Episode 19**
- **October 21: Episode 20:** Realtor Horror Stories: Toland Hippee
  - Josiah- January 29th Folder

## November

- **November 4: Episode 21**
- **November 18: Episode 22**

## December

- **December 2: Episode 23**
- **December 16: Episode 24**