

**Lawrence Board of Realtors**  
**Marketing and Communications Committee**

Co-Chair: Lexie Haskin, Flint Hills Mortgage  
Co-Chair: Emily Robertson, McGrew Real Estate  
Past Co-Chair: Tori Perdue, KW Integrity  
Rob Hulse, LBOR Staff Liaison  
Karena Schmitendorf, EXP Realty LLC  
J. Patrick Dipman, McGrew Real Estate  
David Dunn, Stephens Real Estate

Diane Fry, Fairway Independent Mortgage  
Erin Maigaard, McGrew Real Estate  
Ashley Zeller, Bank Midwest

**Marketing and Communications Committee Meeting**

Tuesday, February 13th, 2024

1:30 pm

1. Call to Order (5 min)

A. Attendance

B. Introduction of New Members

C. Review of Minutes from January

2. Previous Business (15 min)

A. Social Media:

- Update on Public Group (Emily)
- Update on Private Group (Tori)

B. Radio Live + Local Video Update (Karena) (5 min)

3. Podcast Sub-Committee Update (Lexie) (10 min)

- Review the WHY for the Podcast
- Review Sample Recording
- Board of Directors Meeting & Funding Request
- Vote on Name of the Podcast
- Open Discussion on Topic Ideas and Guests for the Podcast

4. New Business (15 min)

- Enforcing Attendance Policy in 2024
- Recruitment for Committee
- Role of the COMMITTEE within the LBOR (Action Statement and Marketing Request form)
- Roles for Committee Members: (Insight Tracker, Community Guideline Review, Treasurer for Podcast Funds, Podcast Action Squad Quarterly).

5. Discuss Next Meeting Date & Time

6. Open Floor for Suggestions

7. Adjourn