

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
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

October 14, 2025 @ 1:30

1. Call to Order (10 min)

- Attendance & Icebreaker: What is the strangest food you have eaten?
 - We have started taking attendance consistently- if you are going to be absent or late or anything please email or text Lexie & Campbell.
- Review of Minutes from September (**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)*
 - **We are meeting with Josiah to re-doing Pure Maintenances advertisements in a different episode.**
 - Ad at the beginning of the episode.
 - Clarify on the reels that it is sponsored by ____ instead of just having the logo.
 - Little recording blurb: This episode is brought to you by our episode sponsor,
- Funding for next year - need to discuss a plan.**
- Kyla Love consult & cost for next grant program
 - Marketing & advertising makes sense
 - Episode Ideas for next year

B. Social Media: (10 min)

- Update on Public Group (**Patrick**)
 - Kevin- Great job on the Monday Market posts. Thank you!
 - 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)
 - Need what they want for content for our volunteers to get- Rob should we reach out to them to make sure we get what we need- don't want them to be disappointed & don't want to waste our volunteers time
- Affiliate Spotlight - (**Kevin**)
 - We are running out of Affiliates that have responded (We only have one for next week and then we are done) & Kevin has reached back out to them- what do you guys think we should do? Just only post the ones we have and leave it be?
 - Rob, do you think the board should send out an email?

3. Open the Floor for Suggestions

- Discuss moving the Marketing Meeting to a different time- 11:00 or 1:00?

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

Marketing and Communications Committee Meeting Minutes

Empowering the Community through REALTOR Connections

September 9, 2025 @ 1:30

1. Call to Order (10 min)
 - Attendance & Icebreaker
 - Review of Minutes from August
2. Previous Business (35 min)
 - A. Podcast Sub-Committee Update (20 min)
 - Discussed Shorts Update -
 - haven't had time to post these yet on YouTube.
 - Would anyone be interested in helping? (Lexie)
 - Discussed Sponsors/Advertisements - Is there any further interest? Share Pure Maintenance's ad when talking to people!
 - 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
 - Excellent discussion with Kyla about how to promote, and the value of the platform for sponsors.
 - Kyla will provide a two tier proposal
 - Marketing Plan
 - Marketing Plan including help for implementation and light execution.
 - Marketing & advertising makes sense
 - New co-host announcement for 2026 is Patrick Dipman!
 - Josiah has confirmed he will still edit for us next year.
 - Go over the proposed series for next year
 - Reduce the number of overall episodes for the year, including the grant series.
 - Keep the grant series to 4, and no more than 5 episodes.
 - Reviewed the best time to provide an update to the Board of Directors, including a request for 2026 funding.
 - B. Social Media: (10 min)
 - Update on Public Group
 - Kevin has agreed to help with the Monday Market Update posts.
 - Insight Tracker Update
 - 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?
 - Charity Classic posts are for sponsor recognition - logos are provided.
 - Emily and Karna will help at the Charity Classic to capture stories/video - to use as evergreen to help promote current event and future events.
 - Affiliate Spotlight - (Kevin)
 - Campbell has been working with Kevin to get these posted.
 - Feedback has been very positive, although limited.
3. Open the Floor for Suggestions
4. Meeting Adjourned at 2:40pm

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



1:47 PM
10/10/25
Accrual Basis

LAWRENCE BOARD OF REALTORS
Account QuickReport
November 1, 2024 through October 10, 2025

Type	Date	Num	Name	Memo	Split	Amount
LBOR Podcast Income						
Deposit	12/23/2024	ACH	National Association of Realtors	NAR Grant - Housing Opportunity Series - Podcast	Checkin...	2,472.35
Deposit	02/24/2025		Flint Hills Mortgage	1 @ 300	Checkin...	300.00
Deposit	03/24/2025		Pure Maintenance of Kansas	1 @ 50	Checkin...	50.00
Deposit	06/09/2025		Flint Hills Mortgage	1 @ 300	Checkin...	300.00
Deposit	07/07/2025		Flint Hills Mortgage	1 @ 300	Checkin...	300.00
Deposit	10/06/2025		Flint Hills Mortgage	1 @ 300	Checkin...	300.00
Total LBOR Podcast Income						3,722.35
LBOR Board of Directors Funding for 2025 - See Board of Director Minutes from October 2024.						1,200.00
TOTAL						4,922.35

1:51 PM
10/10/25
Accrual Basis

LAWRENCE BOARD OF REALTORS
Account QuickReport
November 1, 2024 through October 10, 2025

Type	Date	Num	Name	Memo	Split	Amount
LBOR Podcast Expense						
Check	01/30/2025	3533	Josiah Moreno	Editing of LBOR Podcast	Checking ...	570.00
Check	02/10/2025	EFT	Commerce Bank Visa	Google One Storage Space	Checking ...	89.99
Check	02/10/2025	EFT	Commerce Bank Visa	Opus AI - 1 Year Subscription (2 users)	Checking ...	174.00
Check	02/10/2025	EFT	Commerce Bank Visa	Facebook - Prepaid Ads	Checking ...	300.00
Check	04/11/2025	3555	Josiah Moreno	Podcast Editing - Inv #004 for \$865 and #005 for \$135	Checking ...	1,000.00
Check	05/12/2025	3564	Josiah Moreno	Podcast Editing - Inv #006 Inv Short & New Const	Checking ...	140.00
Check	06/13/2025	3573	Josiah Moreno	Podcast Editing - Inv #007 & Inv #008	Checking ...	270.00
Check	07/14/2025	3585	Josiah Moreno	Podcast Editing - Inv #009 & Inv #0010	Checking ...	270.00
Check	09/18/2025	3597	Josiah Moreno	Podcast Editing - Inv #011-016	Checking ...	810.00
Total LBOR Podcast Expense						3,623.99
TOTAL						3,623.99



Proposal for LBOR Podcast Support

Prepared for: Lawrence Board of Realtors

Podcast: *Lawrence Real + Local: Keepin' It Real*

Prepared by: kdLOVEco

You've laid the foundation for a high-quality, consistent podcast. The next step is expanding listenership and engagement so the show becomes a self-sustaining community asset that attracts advertisers and amplifies the mission of Smart Growth by connecting people to conversations about housing, development, and local life.

The following packages outline two levels of support that can be funded through the Smart Growth grant. Each option focuses on education, outreach, and amplifying smart growth conversations in the Lawrence area.

Option 1: Audience Growth Strategy & Consulting (\$1500)

Goal: Build a clear plan to expand podcast reach, strengthen community engagement, and prepare for sponsorship opportunities.

Includes:

- **Platform Performance Review**
 - Evaluate audience insights across YouTube, Spotify, and Apple Podcasts.
 - Identify key trends and opportunities for growth on each platform.
- **Engagement & Outreach Strategy**
 - Develop tactics for increasing listener engagement through social media, email, and community partnerships.

- Guidance on how to leverage guest networks, REALTORS®, and local organizations to amplify smart growth conversations.
- **Advertising & Promotion Blueprint**
 - Consulting on cost-effective ad placement (e.g., boosting top-performing episodes on Facebook, Instagram, or YouTube).
 - Support for testing messaging that connects listeners to smart growth topics.
- **Sponsorship Readiness Plan**
 - Define audience value for potential sponsors.
 - Outline talking points and framework for future sponsor outreach.

Deliverables:

- Written “Podcast Growth Roadmap” with platform-specific recommendations.
- 90-minute strategy session to review insights and next steps.

Option 2: Audience Growth + Implementation Support (\$3000)

Goal: Combine strategy and light implementation to accelerate audience engagement and community awareness of smart growth themes.

Includes everything from Option 1, plus:

- **Ad Campaign Setup & Optimization**
 - Create and launch one targeted ad campaign to promote a smart-growth-focused episode or series.
 - Provide performance reporting and recommendations for replication.
- **Community Partner Amplification Toolkit**
 - Identify 5–10 potential partner organizations (local nonprofits, planning commissions, neighborhood associations, etc.).
 - Provide email templates and collaboration ideas for cross-promotion.
- **Social Media Template Pack**
 - Branded Canva templates for consistent promotion of new episodes and community highlights.
- **Sponsor-Ready Media Kit**
 - Custom one-sheet summarizing podcast audience, reach, and mission alignment with Smart Growth principles.

Deliverables:

- Growth Roadmap
- Campaign Results Snapshot

- Media Kit + Social Templates Folder

Alignment with Smart Growth Grant Goals

These activities directly support Smart Growth objectives by:

- Expanding community education and dialogue around housing, land use, and development in Lawrence.
- Building partnerships with local organizations that share Smart Growth values.
- Increasing the reach of REALTOR® voices and thought leadership in community planning conversations.
- Creating a self-sustaining communication channel that continues outreach beyond the grant period.

Next Steps

Once LBOR determines the desired level of support, kdLOVEco will provide a working agreement outlining scope, deliverables, and project timeline.

Feel free to reach out with any questions!

Thanks & cheers,

Kyla Love

kdLOVEco

→ 785-347-8575

✉ hello@kdloveco.com

🌐 kdloveco.com