

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

Diane Fry, Fairway Independent Mortgage
Erin Maigaard, McGrew Real Estate
J. Patrick Dipman, McGrew Real Estate
David Dunn, Stephens Real Estate

Marketing and Communications Committee Meeting

Tuesday, March 12th, 2024

1:30 pm

MINUTES

1. Call to Order (5 min)

- Attendance
- Introduction of New Members - *Nez Iskandrani*
- Review of Minutes from February

2. Previous Business (15 min)

A. Social Media:

- Update on Public Group (Emily) - *Lexie is using AI for Wednesday posts*
- Update on Private Group (Lexie) - *does it look strange when we post on the LBOR group instead of "admin"*

B. Radio Live + Local Video Update (Karena) (15 min)

- Discuss the Radio Show moving forward - *The first two shows in April will be the last radio shows*

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

- Review the Recorded Episode Topics
- Brief Update on where we are at in the process -
- Review Image Tori Created
- Review Intro/Outro that was created
 - Guest: Josiah Moreno, Audio Engineer
- Open Discussion on Topic Ideas and Guests for the Podcast in April - *try and get guests who have an established podcast, business model (KU business center?), Tiffany Hall? Chris Obrian? Megan Cox? Home renovation company? Agents who have been in the business for 20+ yrs Tom Harper, Karyn Rowland, Pat Flavin, Mary Jones, Ida Lewis - David Prosser (homefix)*

4. New Business (15 min)

- Recruitment for Committee - ask at office meetings
- Come up with an Action Statement for our Committee - *Tabled for next meeting*
- Review Marketing Request Form - *Tabled for next meeting*
- Roles for Committee Members: (Insight Tracker, Community Guideline Review, Treasurer for Podcast Funds, Podcast Action Squad Quarterly).

Karena - Go to committee meeting for events & take notes

5. Discuss Next Meeting Date & Time

- Tuesday, April 9th @ 1:30 pm

6. Open the Floor for Suggestions

7. Adjourn