

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.