

**Agenda**  
**Lawrence Board of Realtors**  
**Media Relations Committee**

Co Chairperson: Tori Perdue, Keller Williams Integrity  
Co Chairperson: Emily Robertson, McGrew Real Estate  
Past Co-Chair: Lexie (Freeman) Haskin, Guardian Mortgage  
Past Co-Chair: Karena Schmitendorf, EXP Realty LLC  
Rob Hulse, Lawrence Board of REALTORS® Staff Liaison  
Krista Bartels, KW Integrity  
Kathryn Clark, ReeceNichols Alliance, Inc.  
Robert Coleman, Stephens Real Estate  
David Dunn, Stephens Real Estate  
Diane Fry, Fairway Independent Mortgage

Tori Gideon, KW Integrity  
Elizabeth Ham, Realty Executives, Hedges Real Estate  
Dawn Hill, Platinum Realty  
Stacie Hulshof, Crystal Clear Realty  
Erin Maigaard, Realty Executives, Hedges Real Estate  
William Perkins, KW Integrity  
Jay Riner, KW Integrity  
Aaron Urban, Central National Bank  
Shannon Worley, McGrew Real Estate  
Ashley Zeller, Bank Midwest

---

**Media Relations Committee Meeting**

Friday, January 13th 2023

9:30 am

1. Call to Order
  - a. Introduce new chairs
  - b. Introduce members
  - c. Review Minutes
2. Previous Business
  - a. Brief review of 2022 progress
    - i. What went well
    - ii. What to adjust
  - b. Lawrence Lights Social Media Report (Emily Robertson)
  - c. Facebook Group (Tori Perdue)
4. Review RAIL (Project List)
3. New Business
  - a. Expanding committee membership
  - b. Consistent social calendar: Assign members of committee to days of the week
  - c. Ready Set Spring
    - i. Discuss marketing template
    - ii. Question we need to ask Steering Committee to make process easier
5. Real Estate Live + Local Radio
  - a. Update from Karena
  - b. Schedule & topics
  - c. Potential for getting recordings? Sponsors?
  - d. Update Logo for 2023
6. Open floor for suggestions on 2023 changes
7. Adjourn