

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 Expert Pros- Excused
Rob Hulse, LBOR Staff Liaison- Excused
Tori Perdue, KW Integrity- Excused
Kevin Phenix, Stephens Real Estate

Diane Fry, Fairway Independent Mortgage- Excused
Erin Maigaard, McGrew Real Estate- Excused
J. Patrick Dipman, McGrew Real Estate
Nez Iskandrani, Pure Maintenance of Kansas- Excused

Marketing and Communications Committee Meeting

Empowering the Community through REALTOR Connections

April 8, 2025 @ 1:30

A. Social Media:

- Update on Public Group
 - **Views are down a bit but posting hasn't been as consistent this month**
- Update on Private Group
 - How are the fun posts going?
 - **No post in a while but would like to pick them back up.**

B. Podcast Sub-Committee Update

- **All recording sessions complete**
- **Going to be emailing all to share the release dates**
- Fair Housing Month- Ad for Affordable Housing Series on Facebook
 - **When to run it: Early May to boost the Affordable Housing posts**
 - **We need to double check for the compliance pieces- Rob??**
- Sponsors/Advertisements
 - **Brainstorm some potential business to reach out to**

C. OTHER UPDATES:

- Poker Night: (June 21st)
 - 1920s Theme: Roaring 20s:
 - Posted the video that was the teaser from the awards
 - **Not very many views but hopeful the rest of the posts will gain more traction since only 1 has been posted thus far**
 - Marketing "Kit"
 - **Check with Emily on her comfort level to help in this**
 - **We have the marketing pieces to begin using**
 - **Post consistency: Post every 2 weeks leading up a few months before & every week the 4 weeks before the event**
 - Advertising for Facebook & those funds Podcast ad?
 - **Budget for these?- Rob?**

3. New Business

- Member Spotlight Idea for posting content and recognition
 - **Kevin will be heading this with assistance from Lexie in the beginning**
- **YouTube Shorts - Utilize them for the podcast to increase engagement**

4. Next Meeting

- Tuesday, May 13th @ 1:30 pm

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