

**HABITAT FOR HUMANITY
PUBLIC RELATIONS COMMITTEE MEETING MINUTES
OCTOBER 22, 2008**

Meeting was called to order by Lois Eatz at 5:30 PM.

In attendance were Bonnie, Lois, Taylor, Linda and we welcomed Carl Peterson as a new member.

Bonnie explained the roll of committee chairperson. Among the duties are: scheduling meetings, preparing an agenda, having action items ready for discussion, and insuring communication between committee members. Action items should have due dates so we can track accomplishments.

She continued to review the Committee Members' roles such as contributing information for the quarterly Newsletters and ongoing newspaper articles, participating in County events, public speaking engagements, power point presentations, flyers, letters photos, and support any other committees in their needs. She suggested distributing a copy of the committee's charter to better familiarize us with our job.

The Chronicle has informed us they will be eliminating our quarterly newsletter after the November 17th publication. There was a lengthy discussion looking toward the future on how to get our message out to the largest populous at a reasonable expense. Carl mentioned his affiliate (Collier County) and their approach, but they are a much larger affiliate with more resources. Currently, we have a \$6,000 annual budget. Lois will look into bulk rate mailings. The concern is getting a data base started once again. Pat (in the office) would have a listing of anyone who had interfaced with us in the past. Bonnie also suggested an on-line newsletter, but again, it will take time to establish such a broadcast.

Regarding "Hammered Home" column in the Chronicle, it is our goal to give the Chronicle enough information to keep articles appearing at least every other week to continue to keep HFHCC in the forefront, have a mention and presence in the county. Kathy Stuart will be our connection. Taylor wrote a brief on the Cannington family, and hopefully, that article will get into the news soon.

Lois mentioned Terry Steele would like us to participate in county parades. Crystal River Christmas parade is December 6th at 4pm. Mike Crusco is responsible for the trailer for the float. We need volunteers to decorate. "Rocking Around the Christmas Tree" is this year's theme. One of our families may be selected to ride, and families needing hours can assist in decorating. In the past, volunteers have run along side the float handing out candy, but we agreed to eliminate candy this year.


We need a committee chairperson, and we continue to need additional volunteers to join this committee.

Building Dreams – Lois reported that we are beginning to receive donations. She is writing to various organizations for items. Ads will go into the Chronicle after Christmas. The Building Dreams committee will use last year's data base to invite those who participated last year.

The committee agreed to change our meeting time to the **second Monday of the month at 4pm** instead of 5:30.

Next meeting is scheduled for November 10th. Meeting was adjourned at 6:31 PM

Respectfully submitted,



Linda A. Daly