

July 2009 Monthly Board Report—

Public Relations

General

There was no meeting again this month. This time the meeting was cancelled prior to the actual day because of lack of attendance responses. As was mentioned last month, it is becoming very difficult to keep up with the PR obligations i.e Newsletter, Fundraiser Planning etc. when there is such a lack of members who take an active role and interest in the committee seriously. The Board's help is requested in this area.

Quarterly Newsletter

Our first newsletter in quite a while was inserted into the Chronicle on June 27th. We originally planned to be in six zip codes, but opted for an additional insert in another Inverness zip code, bringing our number to about 20,000 papers at a cost that will only allow us to publish three times a year. We chose Blue and White and this combination did stand out from the rest of the paper. It also did not get lost in the Classified section. We still have a number of papers left for handouts. In the mean time Lois will look into cheaper printing by an outside company with the Chronicle only charging for insertion. We are also putting ads in other places like the Discover Magazine and the Coffee News and other like publications.

Public Awareness

- **Events**

Plans are still to have a pig roast and have a poker run end at the ReStore. In addition, Superior Bank and Habitat will be holding a Tool Trade at each bank branch (except Dunnellon) probably in October. Plans must be approved by Superior Bank and then we can roll. It was thought we would trade a tool for a cookie or bag of popcorn and each receipt would be a chance to enter in a drawing for a big screen TV or something equally as attractive. We will not go further with plans until we have the bank's approval.

- **News Coverage**

Work with the Chronicle has improved slightly. After a back log of pictures, they seem to be running again now.

- **Public Speaking Opportunities**

As a follow up to the presentation to Business Masters, we have 2 more gifts for a year for the new homeowners. One has started and the other will start in August.

- **Realtors Golf Tournament**

Plans for the annual golf tournament at Southern Woods are being made by the Board of Realtors. One thing we need to supply are bodies to sign up as pole sitters. You have golf carts so it is not labor intensive and your only duty is to make sure none of the participants cheats. There is also a BBQ held after the tournament so spread the word for golfers to sign up and for people to volunteer.

- **Volunteer Picnic**

The date is November 8th at Whispering Pines. Oysters will be catering fried chicken and other goodies. We need all the help we can get for gifts for the volunteers. Everyone's participation is appreciated.