

# January 2010 Monthly Board Report—

## Public Relations

### General

Meeting was held at Daly Zilch at 4:00 PM January 11th, 2010. Attending were Lois Eatz, Carl Petersen and Susan Stewart.

### Public Awareness

- **Events**

The entire meeting was devoted to planning the Strawberry Festival. It was decided to continue selling dog cookies this year since they were such a hit in '09. In addition, we are adding Cat cookies to the line as there were requests for them. We will have it fairly easy this year because we kept all the signs, tablecloths, etc from last time. All that is needed are fresh bags for the cookies. Karl volunteered to shop for the bags and ties. Packages will be \$2.00 each with 3 large or 4 medium and 10 cat. Further discussion will be finalized next month.

Karl will be the drop off cookie freezer, Susan will print the labels and those two with help from friends plus Jacky will bake.

Lois and Karl will set up tent and stand on Friday. Lois will man booth Saturday morning and Sunday afternoon and break down booth. Various homeowners and committee people will man the booth. Further booth schedule discussion in February.

Lois will bring a camera this year for candid photos of the booth's "customers".

One more meeting to adjust the schedule will be on Tuesday the 9<sup>th</sup> of February.

- **Public Speaking Opportunities/Orientation**

Lois addressed the employees of Lowe's Inverness on January 4<sup>th</sup> at 7AM. There was interest shown and they did attend the orientation to obtain applications. There was some confusion about one employee picking up applications for everyone, but the end result was a well attended orientation (about 53 people). Some applications have already been turned in. Lois will speak to the employees at Home Depot and Wall Mart before the next orientation.

Lois will speak to the Pilot's Club in Crystal River on January 19<sup>th</sup> and Retired Educators on February 8<sup>th</sup>.

PR Committee has one possible new member for next month, but still needs assistance in getting more workers. It would also be helpful if there was a Volunteer Coordinator to help plan and cover these dates.