

HABITAT FOR HUMANITY
PUBLIC RELATIONS COMMITTEE MEETING MINUTES
DECEMBER 8, 2008

Meeting was scheduled for and called to order at 4:00 PM by Lois Eatz. Lois is again running the meeting as this committee still is without a chair.

In attendance were Lois Eatz , Karl Pedersen, Taylor Moulton , Susan Stewart, and guest Jackie Morisset.

The minutes from last month's meeting were read but not addressed.

Director Updates:

- "Building Dreams" will be held Saturday evening March 7, 2009. The tickets are \$50.00 each before and \$60.00 at the door. Auction items are needed and each member was asked to try to acquire at least one item. The Chronicle will start the first ad on Friday, January 16.
- Lois reported that soon there will be two new Habitat billboards – one on west bound 44 at Brice insurance and the other will also be on west bound 44 near the Stokes Crystal River Flea Market. These locations will remain until the space is rented at which time the Habitat signage will be moved to another available space. There will be coverage for a year.
- Lois is writing a weekly column which is being published in the Pioneer and the other weekly Chronicle inserts.

New Business:

- We would like to participate in the Floral City Strawberry Festival this year. We discussed passing out Habitat pamphlets and selling snow cones. The discussion was raised about the viability of snow cones if the weekend turns out to be chilly so we discussed baking and selling dog biscuits. Lois will check to see if there are any other dog biscuit vendors.
- We discussed the idea of participating in the County Fair. This is a very labor intensive undertaking, but we may decide to go ahead. The discussions were centered on selling the dog biscuits, having a 50/50 raffle, or maybe selling chances on a gift card gift basket.

Committee Reports:

- Taylor will begin work on a new series of articles spotlighting new Habitat homeowners, where they came from, and how they feel their lives have changed.
- Karl Pedersen will look for less costly printing possibilities.

The meeting was adjourned at 5:10 PM

The next meeting is scheduled for Monday, February 9, 2009 at 4PM

Respectfully submitted,
Susan Stewart