

May 2009 Monthly Board Report—

Public Relations

General

The meeting started with a brief update by the PR Director. Habitat is having 3 Dedications this month and the Annual Meeting and Dinner on the 25th of June.

Quarterly Newsletter

Plans are still being made for the Newsletter with a June date still being targeted. We will probably add an additional zip code that covers Beverly Hills to our list. We are still waiting for the Chronicle to let us know how many additional letters must be added to our budget. If there is a great number in that area we can still send it to all 6 zip codes and cut the number of insertions to 3 per year instead of 4. Hopefully we will get the number in enough time to meet the June deadline. Taylor was again requested to get busy with her articles as she is the only other writer contributing.

Public Awareness

- **Events**

Around 40 people attended the Orientation at 7 Rivers Presbyterian Church, however only about 2 applications have been received thus far. Most people procrastinate and then there is a flood at the last minute.

PR Director revisited the idea of having a small fundraiser to be held in July. Because of the problem finding a site for the shoot (very stringent requirements must be adhered to) it was decided to follow up on an idea from our Construction Manager to perhaps have a Poker Run that would culminate at the ReStore in Inverness with a Pig Roast. The dinner would be figured in the entry price of the Poker run and admission would be charged to the public to take part in the Roast.

Everyone was asked to think of a fundraiser, it doesn't have to be a big event, just something that will raise some money and become a yearly thing like a gas raffle or chances on a storage shed/play house.

Jacky suggested we have a Habitat banner at bark central to raise awareness. It is a thought.

News Coverage

Lois made a Power Point presentation to the Chronicle Editorial Board to impress the ever growing need to keep the Habitat name and what we do in the public eye. The more familiar the community is with our program, the more influence they will exert on our County Commissioners to give us support. All understood that we do have a lot of information that has to be in the paper and agreed to do the best they could to heighten awareness for us.

- **Public Speaking Opportunities**

PR Director accepted a donation of \$500 from the Withlapopka Civic Association and gave them a short speech about what is going on with their dollars at Habitat. She will be speaking to the Business Masters of Citrus County on the 20th of the month and hopes to get on their short list of charities they support.