

April 2009 Monthly Board Report—

Public Relations

General

The meeting started with a brief update by the PR Director. The Website is now up and running and as up to date as it can be. The Construction manager, James Baldwin, is doing a very good job of sending in the weekly construction schedule.

Quarterly Newsletter

We have a target date of June 2009 for the resumption of our newsletter. After thoroughly comparing all cost options, it was decided to have the Chronicle print and distribute the newsletter by insertion into 5 zip codes. These are; all of Inverness and Floral City (2), Lecanto(1), Sugar Mill Woods(1) and Crystal River (1). This will give us a circulation of approx 14,000 at a cost of \$1,200. After the initial publication we can decide whether to increase or decrease the number printed according to how effective the publication is. We can always increase the target area and decrease the number of times it is published a year.

Public Awareness

- **Events**

Not too many events were in the works this month. PR Director did have a table at the Volunteer Fair held at the Crystal River Mall on April 18th. Our exhibit made a very nice showing and complied with the red, white and blue theme of the event. Unfortunately, we did not win a trophy, but then again there is always next year. Bill Metzendorf, Bruce Marston and Roger Girson were kind enough to devote some of their Saturday to help out. As usual, the more help available, the better the presentation.

PR Director brought up the idea of having a small fundraiser to be held in July. It would be mainly for continued exposure for Habitat during a time of year that we have very little scheduled. The thought is to have a Turkey Shoot or variation on that theme. We would charge an entry fee and see if we can get the turkeys or another suggestion either donated or purchased at a reduced price. The one thing that we need help with is to find a site where it could be held. Lois has already spoken to the Sheriff's Department regarding their target range, but unfortunately, they hold practice at WTI. WTI will be approached and the Committee was asked to offer suggestions of large land tracts that would be appropriate for the event. Lois is waiting for guidelines from the Sheriff's Department as to setbacks, etc. She added that all suggestions for places to hold the event will be considered. Someone must know someone.

- **News Coverage**

Press coverage remains good, but is getting more and more difficult with the cutbacks at the Chronicle. Our Building Dreams thank you ad, which we do not pay for, was much smaller than usual, but at least we had it. Response has been favorable to the Hammer it Home column and Lois will be making a Power Point presentation to the Chronicle Editorial Board in May so they can have a first hand understanding of what Habitat is about and why our need to keep our exposure at a maximum is so great.

- **Public Speaking Opportunities**

PR Director will be accepting a donation from the Withlapopka Civic Association and updating them on what is going on with their dollars at Habitat. She is also trying to get a date to address the Kiwanis Club.