



PR Committee Meeting Minutes
December 10, 2009

Present.

Andy Kokosa
David Purvis
Curt Cvikota
Karen Linsteadt
Dave Anderson – Dodge
Jennifer Norman – Dodge
Michelle Botana – ISAM
Brad Lund – ISAM
Fran Cashen – ISAM

Absent.

Kris Cvikota
Marla Harmon
Peggy Wagner
Lisa Janis
Susan Chandler
Keri Jennings

Agenda.

1. Newsletter Survey

Andy has sent the preliminary survey to the committee for input and review.

2. Website / Technology subcommittee (Purvis)

a. Go to... <http://hbmaredesign.webteam.net/>

The design is finished and the board agrees/likes it. Webteam is moving content over from the old to the new, and then the committee will review and/or add content. Dodge will be brought in to make sure we are headed in the right direction regarding content.

3. Dodge Report (Dave Anderson)

See attached Dec 2009 PR Plan, December 2009 Activity Report

Would like to do more with press releases; Brad, Paul and Dave to set up a time to meet weekly/bi-weekly to brainstorm ideas on upcoming Educational pieces.

4. Strategic Planning 2009

- a. Where we are and where we want to go!
- b. Reference last December
- c. Need for strategic planning
- d. discussing 2010 venue

Committee has done a great job this year and accomplished a lot. Andy would like to get together to brainstorm more ideas, resources that may be of interest and ways to use Dodge to our full potential.

5. Other - Logo/Tagline

The HBMA trademark has been filed. Brad and Andy will work on sending a message to the membership regarding implementation of the new logo.