



Public Relations Committee

March 11, 2010

**Attendees:** Dave Anderson, Jennifer Norman, Peggy Martin, Curt Cvikota, Kris Cvikota, Keri Jennings, Andy Kokosa, Marla Harmon, Karen Linsteadt, Fran Cashen, Michelle Botana, Brad Lund

**Agenda.**

1. Newsletter Survey
  - a. New Leads – 16  
Brad has sent emails to all, no response yet; He will send another email and follow up with a phone call.
  - b. Issue...Time is being consumed by Website Development
2. Website Subcommittee Report (David P. / Kris C.)
  1. Status / Top Priority  
The website is mostly done; WebTeam is doing some final tweaking. CHBME will be changing from company accounts to individual accounts with a 3 year renewal. The blog will need conversational items posted to it and someone to keep it up to date with material.
  2. Rolling Out New Website  
Testing will begin April 1<sup>st</sup> and it will be rolled out April 6<sup>th</sup>.
3. Dodge Communications (Dave Anderson)
  - a. February Report
  - b. March Work Plan
  - c. Other (new agreement)  
Budgeted for 25 hours a month, typically been spending 30 hours on HBMA; Andy has asked the Board for an increase of \$7,000 from the Board.
4. Baltimore – 2 Part Meeting ( Weds 4/14 8:00 AM – 11:00AM)
  - a. General Meeting - 1 Hour
  - b. Strategic Planning Meeting – 2 Hours  
Format: Similar to 2008 / Chicago