Minutes of the PR Committee Meeting on November 1, 2007

1. Call to order at 7:00 p.m.

2. Frank, Dave, Dorothy, Maria, Keith, and Jim were in attendance. Susan, Andrea, and Kim were absent.

3. The following mission statement was adapted by the committee.
   The Public Relations Committee disseminates information to stimulate interest and participation in the R. B. Community Council meetings and activities. This is achieved through use of newspapers, web site, flyers, community center contacts including newsletters and announcements at HOA meetings.

4. We discussed the importance of working with the RB News Journal to get back up to speed in getting articles about the upcoming elections for all 3 RB councils and boards. I plan to meet with Elizabeth on Thursday, November 2, to get a commitment.

5. Maria is going to get the newsletter deadlines for all of the clubs so we can get timely information to them for their publications.

6. Maria and Jim are going to work on boiler plate press releases for monthly announcements to be posted on the various bulletin boards.

7. We are going to expand our press releases to more publications to insure coverage of all of the RB issues.

8. Dave Hall discussed the CERT program and the upcoming classes dealing with emergencies in our community. Jim suggested that we work the San Diego North Chamber of Commerce to procure corporate sponsorship to provide training facilities and cover the costs of the classes.

9. We need to find a topic of Mike Aguirre's presentation at the next Community Council meeting on December 7th so that we can send out information press releases to the media. I intend to send broadcast faxes to all media.

10. We are going to assign various PR committee members to post press releases on their club bulletin boards. Names will be assigned before the next meeting on December 6.

11. Meeting adjourned at 8:00 p.m.