

## Rancho Bernardo Community Council

### PR Committee Minutes

April 4, 2007

- 1) Call to Order: Meeting called to order at 7 pm. Those in attendance included Maria Keith, Jim Adelman, Jay Riordan, Robin Kaufman, Tim Harrington, Brandy Luscalzo-Steman, Janet Atkin, Jeff Gamble, Brooke Lambert, Keith Worthington. Guest ~ George Cook.
- 2) Introductions: Each member gave a brief background of themselves.
- 3) Expectations of RBCC/PR Committee Members: Robin gave a brief overview of the function of the RBCC, the requirements of the members, etc. She handed out bylaws, maps and brochures to those who were not able to attend the last RBCC meeting. All new members now have all those items which will assist them during their term on the RBCC.
- 4) PR Committee Statement of Purpose and Goals: Maria handed out a document containing the statement of purpose of the committee (on web site), benefits to members of the committee and a 10 point goal of the committee. Goals consist of promoting public awareness and increase community participation at monthly meetings. Publishing material to promote upcoming meetings, guest speakers, etc. Publishing monthly articles for club and HOA newsletters. Maintain a data base of media resources. Publicize annual elections. Outline responsibilities of PR committee members. Create a new brochure for the Community Council. Update/improve web site. Publish monthly newsletters. Janet suggested possibly creating a speaker's format so all members will be on the same page when presenting information about the RBCC ~ especially at HOA/club meetings.
- 5) George Cook and Web Site: George Cook, webmaster for the RBCC's web site stopped by to discuss our web site, possible ways of changing the present method of posting information, etc. Brandy offered to assist with the revamping of the web site.
- 6) Discussion of Current Events:
  - A) Fire Station Project ~ due to time, this was deferred to next meeting
  - B) RBCC Web Site ~ reviewed under goals
  - C) Ways to Promote RBCC as a whole ~ discussed during Robin's information
  - D) Any Additional Items of Interest ~ none at this time
- 7) Discuss Best Meeting Time: Maria will send members available dates and notice to decide best time to meet.
- 8) Adjourn: Meeting Adjourned 8:15 pm.

Respectively submitted by Robin Kaufman