

**PUBLIC RELATIONS COMMITTEE
ANNUAL REPORT
March 1, 2006**

Teri E. Denlinger, Chair

This year, 2005, realized the introduction of the Public Relations Committee for the Rancho Bernardo Community Council. The committee is responsible for developing and implementing public relations programs to enhance the visibility and image of the RB Community Council throughout the community.

Our first objective was to promote and create public awareness for our monthly Council meetings, especially focusing on community leaders who would present important topics of interest to residents at the meetings. In the process, we were able to develop creative and informative flyers announcing our meetings at community centers, clubs, and the RB Library.

With the addition of our monthly flyers, our committee also worked with Pomerado Publishing and Donna Hartings to place information with the media relating to upcoming events and Council meetings. In addition, CalTrans information is sent community-wide with ongoing construction updates. This has proved to be a tremendous benefit for RB residents.

A significant goal for our committee was to establish a newsletter communicating our committee reports and community information. This concept led to the development of our own web site, a significant boost to the Council's visibility. With this technology, we have the capability to include current, timely information about community events and organizations.

Since members of the PR Committee were also responsible for publicizing the upcoming March 4 RB elections for the Community Council, Planning Board, and Rec. Council, our web site provided the perfect facilitator for communicating community-wide events and vital information to residents about candidates and each organization.

No doubt, 2006 will see continued efforts to constantly improve and widen the scope of our web site through more enhanced links to areas such as the Chamber and other community-wide government and service-oriented groups.

Other action items for next year include:

- 1 Develop a detailed public relations plan that allows our committee to tie the Council's work with those objectives of other service organizations in our community.
- 2 Conduct more formalized monthly meetings with agenda and minutes.
- 3 Outline responsibilities for each committee member.
- 4 Increase the Council's visibility by having Council representatives attend their club's HOA and Community Center meetings to speak on our behalf by advising them of who we are and what we do.
- 5 Work with club managers to establish a comprehensive email list whereby we can forward information and agendas to community organizations and residents.
- 6 Incorporate book marks that list our upcoming guest speakers for three/four months in advance.
- 7 Publish a calendar that promotes the Council, incorporating endorsements and sponsors.

Since the Council's primary objective is to emphasize the quality of life in Rancho Bernardo, the

PR Committee should follow these same benchmarks in striving for success and continuity. We look forward to a productive, inspiring year.