Public Relations and Marketing Committee Meeting Minutes  
August 27, 2009  
Government Center, Room #302A, Fort Lauderdale

Present: Arthur Crispino, Deborah Kerr, Jody Leshinsky, Vena Paylo, Maria Pierson, Commissioner C. Rodstrom, Alice Simon

Absent: Jaye Abbate, Diane Weinbrum

Meeting Start Time: 2:10 PM

Agenda I: Call to Order
Deborah Kerr (DK) called the meeting to order and approved last meeting’s minutes.

Agenda II: Faces of the Arts Campaign
DK started the discussion about the "Faces of the Arts" project and gave Maria Pierson (MP) the floor to discuss work completed thus far by her and her company Pierson Grant Public Relations. MP distributed a 4-page handout, bulleting the contest duties.

Alice Simon (AS) asked about distribution of the entry forms. Jody Leshinsky (JL) suggested that the forms could be sent for free to libraries via the county’s interoffice mail. DK said that the forms should be distributed to all local cultural organizations and homeowner lists. Commissioner Rodstrom (CR) suggested that the cultural organizations should also help promote this contest and “supporting the arts.” DK asked if the information would be on the website www.broward.org/arts and JL confirmed that it would be. AS suggested that schools could also distribute the entry forms and CR said that perhaps Ben Williams who is on the Cultural Council can help bring awareness to the schools.

DK said that a catchy business-size cut-and-paste ad should be created so that it could be promoted easily. JL confirmed that she will send e-blasts of the contest. AS reminded members that there must be paper forms readily available so that all types of people are able to enter.

MP reviewed the entry form and disclaimer. CR said there should be a line included that reads “if you need help reading this please contact…” AC asked if all County employees were eliminated from contest and JL confirmed that to be true.

DK questioned the tickets, how many and to what event would be offered to winners, saying there could be a conflict if the event didn’t correlate with the winner (ie. Children’s theater tickets for a non-family winner). Discussion was made about how many tickets should be given to winners and 4 per winner was decided upon. Group also decided that Sept 30th would be the deadline and that the BCCD logo would be used.

MP said members should work quickly on gathering prizes and group decided to have all prizes sent to MP’s office. MP also said she would change dates: judging to January, contact to February and fulfillment to April 2010.

AS asked about judging specifics. MP said entries should be made via BCCD website or dropped off at BCCD offices and the entries can be split up equally between committee members. Discussion was made about how to tag entries, by zip code or district. MP added that all entries even disqualifications needed to be considered part of the total entry numbers. MP will create PSAs for radio/TV which JL will approve before airing. A Press Release will be written on behalf of Edith Gooden Thompson. MP said that Pierson Grant Public Relations will do needed outreach to bloggers, social media and distribution of PSAs to TV contacts, and seek out interview opportunities. DK suggested sending concepts to JL
about “how campaign was created,” MP added that those emails need to be to JL by Sept. 21st.

MP will update all info/dates and send to JL, who will then distribute to committee members. CR will contact Rowena Nocom to add addendum regarding Edith Gooden Thompson press release. It was requested that Vena Paylo send all committee members email addresses to MP.

JL distributed the recent public art article from Go Riverwalk magazine to members. VP passed around a hand-out and informed members about the Sept 9th, Natural Forces public art show at the Art & Culture Center of Hollywood and encouraged them to contact herself or JL to put their names on the VIP list for free admission to the show.

Next meeting:  October 22nd, 2009, 2 PM, Location TBA
Meeting adjourned: 3:14 PM
Meeting Minutes taken by:  Vena Paylo