

Public Relations Committee Meeting
Thursday 22, 2009 @ 2 PM
Main Library, 6th Floor Admin. Conference Room on 6th Floor

Agenda

1. **Welcome** Charlotte Rodstrom, Chair
2. **Council Goal**
Develop a public relations campaign to advance the image of arts & culture with emphasis on minority media to encourage participation and support (4.1) (4.4)
3. **Mission**
Develop public relations strategies to stimulate greater governmental and public awareness and appreciation of the importance of cultural development within Broward County. Assess marketing and public relations needs and develop a plan to improve local media coverage of the annual planning forum, and other programs; and develop and review concepts and contents for publications promulgated or implemented on behalf of the Council.
4. **Faces of the Arts Campaign** Deborah Kerr, Vice-Chair
5. **Remaining Meetings for 2009**
 - a. None scheduled
6. **Adjourn**

Committee Members

Commissioner Charlotte Rodstrom, Chair

Deborah Kerr, Vice-Chair

Jody Horne-Leshinsky, Staff Liaison

Arthur Crispino

Jaye Abbate

Alice Simon

Diane Weinbrum