

Public Relations and Marketing Committee Meeting Minutes
October 22, 2009
Main Library, Conference Room, 6th Floor

Present: Deborah Kerr, Grace Kewl, Jody Leshinsky, Vena Paylo, Maria Pierson, Alice Simon, Diane Weinbrum

Absent: Jaye Abbate, Arthur Crispino, Commissioner C. Rodstrom

Meeting Start Time: 2:05 PM

Agenda I: Call to Order

Deborah Kerr (DK) called the meeting to order and approved last meeting's minutes. Also the issue of Commissioner C. Rodstrom pending resignation was briefly discussed and agreed that more information was needed about the conditions of her still being on the board.

Agenda II: Faces of the Arts Campaign

DK started the discussion about the "Faces of the Arts" program (FOTA) and said that she had a meeting with the Cultural Foundation earlier in the month and that they are on board to sponsor the program. DK said that the Cultural Foundation will be hiring a part-time staff member which would also be able to help with the FOTA program to some degree; she asked if anyone had a candidate in mind to have them apply by the first of the year.

Maria Pearson (MP) brought up the time-line of the program. MP has rules wording completed but now needs a link on a website to use for the submissions. The link needs to be then shared with cultural organizations so they may place it on their sites to help garner submissions. The question of the print materials was discussed; Jody Leshinsky (JL) said that she could have her office design the flyer. JL also said that her office can accept delivered entries which will then be forwarded to the Cultural Foundation.

Diane Weinbrum (DW) inquired about the updated contest time-line and the group decided to make the submission deadline March 1, 2010 and announce the winners by May/June 2010 and award the winners by fall of 2010. Winners will be invited to commission meetings so that commissioners can pose for photos with winners, committee felt that this would be great press for commissioners as well as good PR for arts in Broward.

Grace Kewl (GK) joined the meeting and discussed the collaboration of the Cultural Foundation with PR committee for the FOCA program. GK said that she has someone working on the Cultural Foundation website and will ask about adding a link & housing the submissions online on the Foundation's website. DW suggested that an icon be created so the contest could be easily identified on a website. It was suggested that MP's web designer speak with GK's web designer to get the exact specifications of what's needed. GK said that she will speak to her web designer and hopefully have some information within a week and that she will CC JL to keep her informed and updated.

Next meeting: tentatively set for sometime in January/February 2010, Location TBA

Meeting adjourned: 2:45 PM

Meeting Minutes taken by: Vena Paylo