

**Public Relations and Marketing Committee Meeting Minutes**  
**May 21, 2009**  
**Main Library, Bienes Confr. Ctr., 6<sup>th</sup> Floor, Fort Lauderdale**

**Present:** Commissioner Charlotte Rodstrom, Arthur Crispino, Deborah Kerr, Jody Leshinsky, Vena Paylo, Alice Simon

**Absent:** Jaye Abbate, Diane Weinbrum

**Meeting Start Time:** 2:15 PM

**Agenda I: Call to Order**

Commissioner Charlotte Rodstrom (CCR) called the meeting to order; approved minutes from 2-25-09 meeting.

**Agenda II: Pilot Program Discussion**

CCR began the discussion about the topic of Arts Patrons Commenting on Events. CCR asked committee to decide on layout for campaign. Deborah Kerr (DK) suggested using patron's first name, city and their quote. Jody Leshinsky (JL) told the committee about an ad campaign called "What the arts mean to you" the Division used 10 years ago. Alice Simon (AS) spoke about her experience of attending an opera event and the importance of exposing the public to the arts. DK suggested using the Summer Shorts event as the first location for the pilot program.

Arthur Crispino (AC) offered to speak with Maureen Kohler about doing a contest on ArtsCalendar.com for the first patron of the program. He suggested that the participants would write a 50 word essay on "What the arts mean to you" and then the winner would receive 4 tickets to a cultural event; AC will also ask Maureen Kohler about ArtServe designing the look of the campaign. AS suggested that her daughter would be available to create a logo for the campaign. AS also suggested using an Emerging Leader for the program; committee decided that Emerging Leader would collect data (essays) and present them to the committee. DK would like to see 100% participation from organizations to offer tickets. Other art event tickets suggested were Symphony of the Americas, Museums, Camp Activities, Sept Beach Events, Stonewall and ArtServe. It was suggested that the committee decide on and write the wording for the pilot program, then the wording could be used in arts organizations' e-blasts and link to contest. Press releases could also be sent to Broward cities to reach a broader audience; also noting that this would be an opportunity to cross-promote ArtsCalendar.com and CIC with cities and organizations.

JL said that committee can use [culturaldiv@broward.org](mailto:culturaldiv@broward.org) email for program. CCR said that Emerging Cultural Leader would print out emails for committee to review and that the task could be used on their resume. JL suggested that committee decide who would decide on the program's time line, which committee member asks org's for tickets and who writes press releases. Committee decided on name for pilot program; "Faces of the Arts in Broward" was chosen. The name would clarify that the arts organizations are located in Broward but patrons could come from anywhere.

The following steps were defined by committee: 1- AC will discuss with Maureen Kohler about the pilot program and use of ArtsCalendar.com, will then email committee about meeting. 2-write press release about pilot program which would include program information, launch of contest and request for contest winner tickets. Send press release to Sun-Sentinel and local magazines. 3- Email grantees and request tickets and create awareness of program. AS said that committee should follow up press releases with phone calls to make sure org's are aware of press release. CCR suggested that that winner could be featured on County TV, Beacon and Cultural Quarterly.

Committee discussed Committee's *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)* and how the pilot program would work within the goal. Committee agreed that it would. Committee also discussed need for meetings in 2009 to begin program, next meeting to be in June.

**Agenda III: Human Interest Stories (Ambit Marketing and Public Relations)**

At the request of Division Director, Mary Becht, JL researched professional advertising agencies that could work with the Committee's Council Goal. The campaign being to create a series of feel-good stories about how the arts affect our community that the magazines and newspapers write and publish. Also to see if local corporations would help promote, like Styles, Publix and Riverwalk Trust. The quote received was expensive so committee suggested pitching it several more PR firms.

JL informed members about the PR campaign at the Airport, Term 3.

**Next meeting:** \*August 20, 2009, 2 PM, Main Library, Bienes Confr. Ctr., 6<sup>th</sup> Floor

**Meeting adjourned:** 3:40 PM

**Meeting Minutes taken by:** Vena Paylo

\*In the process of organizing a meeting in June 2009.