

Community Relations Committee Meeting
September 11, 2009
8:30 a.m.

PRESENT: Steve Chirello, Jane Murphy, Jamie Persse, Teresa Ferlito, Zoe Noelle,
Rita Dexter

1. Introductions

Introductions were held for the new VISTA member.

2. Finalize 2009-10 Work Plan

The committee reviewed and finalized the work plan. Discussion was held on the Development of the Speakers Bureau, a new brochure possibly including a tear-off panel that could be mailed in, reinvestigating the feasibility of a non-profit mail permit.

3. Corcoran Event

Marketing for the Corcoran event was discussed. LVOC community PowerPoint will be displayed on a rolling loop during cocktail hour. Steve contacted Time Warner cable News 10 Now and PBS station for coverage.

Rita suggested we take learner quotes and statistics from Annual Report and cut them up in different colors and use on the tables like confetti. Committee also liked the idea of table tents with photos and success stories of learners.

Pall-Times asked if they could have two complimentary tickets to the dinner for the \$5,000 worth of in-kind ads. The committee approved this and one for each of the rotary sponsors if requested.

4. Review draft Annual Report

The committee reviewed a draft of the Annual Report. This is our first attempt at this. This would be used for solicitation of larger corporate donors.

5. Next meeting date

The next meeting will be held immediately following the board meeting October 15.