

AL KALY PUBLIC RELATIONS UNIT

Minutes of 8 December 2015 Meeting

The Meeting was held at Cokes in Fountain and called to order at 10:00 by IS Bob Burr.

Members Present: IS Bob Burr and Roger Mendenhall; Nobles Don Hamilton, John Larson, Dick Mills, and Doc Hathaway.

ITEM 1: IS Bob indicated that the Potentate will announce the new officer slate for the PR committee in later this month or early January. Is Bob also asked if Noble John would assume the task of writing articles for the Dust. He agreed to accept the task.

ITEM 2: Noble Doc announced that IHOP Day is 8 March 2016. IS Bob to contact the Clowns to get names for support at each IHOP location. There is a new IHOP opening in Alamosa Noble Doc plans to visit them once they open to take literature and talk about IHOP and the Hospitals.

ITEM 3: IS Bob discussed the need to establish PR committee goals for 2016. What can we do to support the Potentate in addition to the established event (sending event announcement cards to our advertisers)? IS Roger suggested that information about Shrine membership be included in these cards and also information about future events. We need to establish a relationship with both the broadcast and print media. Noble Doc to check with Imperial to see if there is any prepared media that could be used on commercial billboards for public service type announcements

ITEM 4: IS Roger and Noble Doc indicated that the Monthly Screening Clinic at the Colorado Springs Shrine Club have been cancelled for the foreseeable future. IS Roger stated that the club stood ready to support if they are started up again. Noble John said the in the future Noble Phil Moss would be assigning Hospital Reps to kids as he receives information from the Hospital.

ITEM 5: Noble Doc talked about burn week and how our Burn Week is 1 - 5February, and indicated he has a crew in place to deliver literature to the schools. Noble Doc was asked to bring copies of the literature to the next meeting

ITEM 6: Noble Dick discussed the need to get more speakers out to the public and also the need to help our Blue Lodges get members. He is trying to get a radio air time in Canon City to make the community more aware of Shrine and Masonic activities such as the Blue Lodge Scholarship Program.

ITEM 7: For the January Meeting IS Bob asked everyone to come up with one new idea that PR could do to help the Shrine and bring it to the next meeting.

The meeting was adjourned at 11:00 with the next meeting to be held at Dennys in Pueblo on 12 January..

John Larson, Unit Secretary