

# AL KALY PUBLIC RELATIONS COMMITTEE

## Minutes of 14 February 2017 Meeting

The Meeting was held at Cokes Diner in Fountain and called to order by Noble Don Hamilton (PR Committee Chairman).

**Members Present:** Members present were IS Bob Burr, Nobles Don Hamilton (Chairman, John Larson (Secretary), Doc Hathaway, Doug Gabel, and Ladies Eileen Larson and Betty Burr.

**ITEM 1:** Noble Don distributed guide he received, "Creating a Successful PR Program at Your Temple", and said that Imperial has now established regional (we are in the central region) public relations liaisons'. Noble Don has been in contact with Noble Kim Fowler, our new POC for PR. He indicated that he would be willing to come to Colorado to give talks/lessons on public relations, especially if we could include El Jebel. Noble Don took an action to find a PR contact at El Jebel.

**ITEM 2:** One of the items talked about in the guide was communications, such as website, newsletter, etc. Noble John said he would contact all of the clubs and units and ask them to review their page on the Al Kaly website and provide updates.

**ITEM 3:** Loss of IHOP day was discussed. Noble Doc said only Texas and Oklahoma participated for the Shrine, the rest of the country, including Colorado, supported the Children's Miracle Network. Noble Doc did say that the Children's Miracle Network does provide some funding to our hospitals. Noble Doug asked IS Bob to see if there was any way we could recover IHOP.

**ITEM 4:** IS Bob said he did indeed attend the meeting of the Colorado Springs Public Relations Society. The meeting had a speaker from the Gazette and IS Bob talked to him about "good clowns". IS Bob will follow-up with the Gazette. Noble John suggested we approach the group about providing a speaker from Al Kaly at one of their meetings. IS Bob will talk with the Society about providing a speaker.

**ITEM 5:** Lady Glenda said that the article about Al Kaly participation in the Florence movie parade has been sent. Hopefully we will see it in an upcoming edition of the Shrine Magazine.

**ITEM 6:** IS Bob talked about the support to Al Kaly that Jim Coke, and Cokes Diner had provided to Al Klay. Since 2009 Cokes has had an ad in the Dust and tournament programs, as well as providing a meeting place when needed.

**ITEM 7:** Attendance (or lack thereof) at events was discussed. Noble John will monitor upcoming events and submit an item to the Nuts and Bolts encouraging attendance.

**ITEM 8:** Shrine Awareness Day on 6 June was discussed. We need to see about getting a press release out. Noble John Suggested Nobel Don contact Noble Kim Fowler on how to write a good press release.

**ITEM 9:** Lady Eileen talked about the daughters of the Nile Installation on 4 April and thanked everyone for their support at the High Tea.

**ITEM 10:** Noble Doug talked about the “Masonic Last Will and Testament” and how it could be used. He said he thought Noble Dick Mills had a copy or know where to find it. He will talk with Noble Dick and report. Noble Don said he had contacted the Gazette and that they have the capability to place a Masonic symbol at the end of obituaries.

**ITEM 11:** Noble Doc reported that Burn Week booklets had been distributed. Noble Don asked if there were any extra he could take to church/Sunday school. Noble Doc will bring some to the Wednesday meeting. Noble Doc said that the 22 March meeting of the Woodman Valley Sertoma Club would have a guest speaker, Vern Ingrahm, from Scottish Rite Masons. His talk will be on “Rite Care (speech therapy) goes Hand in Hand with Hearing”. The meeting will be at the North Denny’s on Academy beginning at 7:30. Noble John asked Noble Doc to provide him with additional information.

The meeting was adjourned at 10:55 with the next meeting to be held 14 March at the North IHOP in Pueblo. Start time is 10:00.

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