

## AL KALY PUBLIC RELATIONS UNIT

### Minutes of 14 June 2016 Meeting

The Meeting was held at Cokes Diner in Fountain and called to order by Noble Doug Gable (PR Committee Co-Chairman). Noble Doug offered a prayer for guidance.

**Members Present:** IS Bob Burr and Merv Terrill; Nobles Doug Gabel (Co-Chairman) John Larson, Dick Mills, Jim Brehm, and Ladies Mary Mills ,Eileen Larson, Betty Burr and Glenda Terrill.

**ITEM 1:** Minutes from the previous meeting were read and approved.

**ITEM 2:** Nobler Doug asked a question was asked if PR had a budget for advertising related activities. Noble Bob responded that there was a line item in the Al Kaly budget of \$250 but that most of this was used for mailings (such as cards to advertisers announcing sporting events and packets to advertisers in the Basketball Tournament program).

**ITEM 3:** Noble Jim reported on the Golf Tournament activities. Noble Bob made a motion to see if PR could find enough money to sponsor a hole at the Golf Tournament. Noble Jim said he would discount the price. Noble Jim then asked Noble Doug if the Tractors would sponsor a hole. Nobler Doug replied that since the unit was so small, they did not have the funds to do so. IS Merv Indicated that the Fremont Shrine Club would sponsor a hole. Noble Doug indicated he had been in contact with the John Deer Company for sponsorship, but that received a negative reply. However, they did suggest contacting local dealerships. Noble Jim said that Eastern Star had agreed to sponsor 2 holes!

**ITEM 4:** Noble John said he had been in contact with the Gazette in Colorado Springs. Beginning in October they will be publishing once a quarter an insert to the paper called "Non-Profit News" that we can provide articles (about the hospitals or our clinics, along with photos) for them to publish. He also was given an email address for placing events on their calendar. Noble John also reported on the meeting he, IS Bob, and Chief Raban had with KWHS television. They are more than willing to work with us to run PSA. They also suggested that if we could find sponsors to help with cost they could run a lot more ads for hospitals and clinics, etc. They provided a proposal of a package of 25, 50 and 75 ads at a cost of \$100 per ad and that would match to number of ads purchased. Is Bob provided tis proposal in the package he sent to Basketball Tournament advertisers.

**ITEM 5:** In continuing the recent discussion on the need to interface with the local Spanish community, Lady Glenda and Noble Doug will work to find contacts within local Spanish radio stations and to look for a Spanish speaker with a good speaking voice within Al Kaly that can help make that contact and also record announcements.

**ITEM 6:** Noble Dick volunteered to work to get Blue Lodge events published in the Dust.

**ITEM 7:** Copies of the proposed updates to the By-Laws were distributed for review. These will be voted on at the July meeting.

The meeting was adjourned at 11:15 with the next meeting to be held at the North IHOP in Pueblo in Fountain on 12 July (2<sup>nd</sup> Tuesday) at 10:00.

John Larson, Unit Secretary