



MINUTES OF THE PUBLIC RELATIONS / MARKETING COMMITTEE

Conference Room | 1953 Municipal Way

Alabaster, AL

February 09, 2023

CALL TO ORDER

Meeting called to order at 4:36 PM with Committee Chair Jamie Cole presiding.

ROLL CALL

Committee Members: *Jamie Cole, Sophie Martin, Stacy Rakestraw*

PRESENT

Jamie Cole

Stacy Rakestraw

ABSENT

Sophie Martin

ALSO PRESENT

Lee Hurley

Printer Representative

Neal Wagner

Brian Binzer

Mark Frey

MINUTES APPROVAL

A. 01-20-2022 Minutes - Public Relations Marketing Committee

Motion made by Stacy Rakestraw, Seconded by Jamie Cole.

Minutes approved.

AGENDA ITEMS

1. "State of the Program" from Publishers of Alabaster Connection - Lee Hurley

Concern expressed over the delays that are happening with the printers and deliveries of the magazine for a week or more into the month. Mr. Hurley acknowledged the concern and stated that the printer was going to be given an opportunity to correct, or we would look at changing printers.

2. Editorial Planning for 2023 on Alabaster Connection

They are looking at adding a sponsor for the annual Alabaster Clean Sweep program within the next issue.

3. Issues and Suggestions on Magazine Content

4. Issues and Suggestions on Digital/Social Communication

5. Revenue Reporting - Lee Hurley

6. Social Media Reporting/Web Analytics - Neal Wagner

7. Impact of "Other Products in the Marketplace"

ADJOURN MEETING

Motion made by Stacy Rakestraw, Seconded by Jamie Cole.

Meeting adjourned at 5:55 PM.