



Automotive Service Councils of California
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Automotive Service Councils of California

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Minutes

Public Relations Committee
Wednesday, January 10, 2017
5:30pm – 6:30pm
Chair: Jerry Kubitsky

Agenda Item

1. Call to Order
 - a. Jerry called the meeting to order at 5:32pm
2. Roll Call
 - a. Present: Jerry Kubitsky, John Camara, Rocky Khamenian, Carolyn Coquillette; J. Kubitsky noted that Dennis Montalbano is no longer a committee member
3. PR Committee Vision Statement
 - a. The committee had a productive discussion about the PR Committee's vision statement, and shared different ideas. The committee decided that the committee's vision statement will be: "To promote positive relations between the motoring public and ASCCA members."
4. Discussion of window stickers for ASCCA's Partners
 - a. The committee discussed the idea of providing window stickers to ASCCA's corporate partners to display in their businesses that feature ASCCA's logo. The committee decided that they would like more time to submit additional ideas. J. Kubitsky asked the committee to submit ideas by January 24.
 - b. ACTION: Staff will send the committee an email reminding them of the deadline to submit ideas for a 2018 PR Committee campaign, as well as the 2018 PR Committee budget.
5. Adjournment
 - a. The committee approved moving the meeting times to 5:30 pm. Jerry adjourned the meeting at 6:25pm.