



*Automotive Service Councils of California*  
Professionals in Automotive Service ~ Since 1940

## Automotive Service Councils of California

One Capitol Mall, Suite 800  
Sacramento, California 95814  
Toll Free: (800) 810-4272  
Phone: (916) 924-9054  
Fax: (916) 924-6702  
E-mail: info@ascca.com

# Minutes

**Public Relations Committee**  
**Saturday, February 24, 2018**  
**10:00 am – 11:00 am**  
**Chair: Jerry Kubitsky**

### Agenda Item

1. Call to Order
  - a. Jerry called the meeting to order at 10:02am.
2. Roll Call
  - a. Present: Jerry Kubitsky, John Camara, Rocky Khamenian
  - b. Excused: Carolyn Coquillette
3. Approval of Draft Minutes for November and January
  - a. The minutes were approved as presented.
4. New Countertop Inserts
  - a. Jerry went over history of Countertop Signs. He thinks of it as an additional 'symbol' for the customer to know that they made a good choice.
  - b. The guests shared that the signs need sharp contrast and bigger fonts, they prefer the look of last year's signs better than the new examples. We will stick with last year's look. They also likes non-obstructive highway background pictures.  
  
Maybe put the ASCCA logo in white area so it pops. Name below logo needs to be more legible. Some of them (ie. with mountains in background) were hard to read.

- c. Sign themes for 2018:
  - i. Code of Ethics has already been used. But should be reused. Maybe Do You Know, then Code of Ethics.
  - ii. Our members are some of the best educated.
    - 1. Larry likes using 'high-tech classes' instead of 'different classes.'
  - iii. Tires every 5 years
  - iv. We are local and hire local. Neighborhood shop. We are your neighbor. Support the community.

5. Countertop Contest

- a. Jerry wants to continue to do the contest.  
We want to make sure prize gets out sooner and are advertised better.
- b. Ryan to keep using movies to advertise the contest.
- c. Set up some sort of referral (buddy) system for shops that have already participated to refer another shop.  
  
Lee's idea to make a member spotlight each week featuring a few sentences about the new shop. Jerry wants to stick with buddy system.

6. Ice Cream Social

- a. Keep doing it if we can get a sponsor. It is a fun time.

7. Survey of Members for PR Committee

- a. Group thinks people will not respond without multiple choice questions.
- b. Jerry explained Question #2 and his vision to reach out to vendors. Continued to New Business.

8. New Business

- a. Larry shared some issues with reaching out to vendors, but still thinks this could be a great way to reach the public, but thinks there may be a dual message when thinking about reaching shops to join ascca and reaching motoring public.

9. Adjournment

- a. Jerry adjourned the meeting at 11:03am.