



Automotive Service Councils of California
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Automotive Service Councils of California

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Minutes

Public Relations Committee
Wednesday, March 14, 2018
5:30 pm – 6:30 pm
Chair: Jerry Kubitsky

Agenda Item

1. Call to Order
 - a. Jerry Kubitsky called the meeting to order at 5:32pm
2. Roll Call
 - a. Present: Jerry Kubitsky, Carolyn Coquillet, Rob Pitari, Rocky Khamenian
 - b. Excused: John Camara
3. Approval of Draft Minutes for March
 - a. Approved as presented.
4. Results of the Survey
 - a. Jerry went over the handful of responses he was able to get at Team Weekend.
 - b. Carolyn would still like to send a survey to all members.
 - c. The committee will start discussing questions for a survey via email.
 - d. **ACTION ITEM: Ryan to add PR Committee mission statement to future agendas.**
5. Confirm Countertop Inserts
 - a. The committee like the signs, including the word “Local”
 - b. Signs received approval.

- c. ACTION ITEM: Get started with these getting printed.

6. Countertop Contest Rules and New Ideas

- a. The committee discussed ideas for themed sign requests: goofy face theme, pictures with animals, pictures with customers.
- b. The committee shared that they would like the weekly updates this year to be more light-hearted and fun, focusing on sharing photos of the members. They do not want the focus to be too heavily about the contest and points, so we don't come across as harassing the members.
- c. ACTION ITEM: Ryan to send last year's point system via email so the committee can discuss the point system for this year.

7. Countertop Contest Start and Finish Dates

- a. The committee would like to aim for the contest to run April 16 to October 19.

8. New Business

- a. Rob shared he would like to see the PR Committee create banners for local shops to use at various events around their cities.
- b. Jerry shared that maybe the committee could get some budget to send these chapters a little money to support their purchases.

9. Adjournment

- a. Jerry Kubitsky adjourned the meeting at 6:22pm