



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

## Automotive Service Councils of California

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***PR Committee's Long-Range Goal:  
To promote positive relations between the motoring public and ASCCA members.***

# AGENDA

**Public Relations Committee  
Wednesday, April 11, 2018  
5:30 pm – 6:30 pm  
Chair: Jerry Kubitsky**

### Agenda Item

1. Call to Order
  - a. Jerry called the meeting to order at 5:33pm
2. Roll Call
  - a. Present: Jerry Kubitsky, John Camara, Rob Pitari, Rocky Khamenian
  - b. Excused: Carolyn Coquillet
3. Approval of Draft Minutes for March
  - a. Approved as presented.
4. Discuss survey
  - a. Tabled to next meeting.
5. Countertop Insert Status
  - a. Ryan updated the committee on the status of the inserts. They will be submitted to the printer once the rule sheet can be completed.
6. Countertop Contest Points System and Any Additions
  - a. The committee decided to have a bonus point for submissions with a different sign during the following times:
    - i. Before July 16

- ii. Between July 17 and September 30
- iii. Between October 1 and November 12
- b. There will be prizes given to the top 3 creative photos that are submitted before September 30. The committee will be the creativity judges.
- c. The contest will run until November 12, and the winner announced on November 17 at the Team Weekend.

7. Price on Banners

- a. Ryan shared the pricing for 8'x3' vinyl banners:
  - i. Solid Vinyl - \$77 (\$54+\$23 s/h)
  - ii. Mesh Vinyl - \$113 (\$90+\$23 s/h)
- b. The committee discussed the logistics of purchasing banners, and will continue the discussion in the future.

8. Changing the Advertising in Parts and People

- a. Tabled to next meeting.

9. New Business and New Ideas

- a. Tabled to next meeting.

10. Adjournment

- a. Jerry adjourned the meeting at 6:31pm