



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.***

Minutes

**Public Relations Committee
Wednesday, June 13, 2018
5:30 pm – 6:30 pm
Chair: Jerry Kubitsky**

Agenda Item

1. Call to Order
 - a. Jerry called the meeting to order at 5:31pm
2. Roll Call
 - a. Present: Jerry, John, Rob, Carolyn, Rocky
3. Approval of Draft Minutes for April and May
 - a. The committee approved the minutes as presented.
4. Discuss survey
 - a. Carolyn and Jerry will talk before the next meeting to discuss the survey.
5. Countertop Contest Status
 - a. Ryan shared the status of the contest. The participation is much slower than it was in past years.
 - b. Carolyn suggested to not judge the success by the participation in the contest. The signs could still be a success if shops are using the displays, just maybe not submitting photos.
 - i. Some couple committee members agreed, stating they have been to busy to send in their photo yet.
 - c. The committee wants to keep the advertising going as is for now.

6. Supporting Members That Are Involved in Charities, Community, etc.
 - a. Jerry went over the plan that Rob and him came up with during May's Team Weekend. The plan is to feature ASCCA members who are already involved in their communities with write-ups for the various ASCCA media channels (website, WYNTK, CA Independent). Then we would send the member a nice print of their article for them to frame in their shop.
 - b. The committee expressed that they like the idea.
 - c. The committee passed a motion to go forward with the plan.
 - d. The committee brainstormed ideas for the name of the plan. Some of the suggestions are below. The committee will each work on ideas and submit them to the group for discussion by Monday June 18.
 - i. Giving Back
 - ii. Members Giving Back
 - iii. ASCCA for Life
 - iv. *It's in our nature to care.*
 - v. Giving back to the public
 - vi. Members Give
 - vii. Doing Something Special
7. New Business and New Ideas
 - a. N/A
8. Adjournment
 - a. Jerry adjourned the meeting at 6:17pm