



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, July 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, John, Rob, Carolyn, Rocky
3. Approval of Draft Minutes for June
 - a. The committee approved the minutes as presented.
4. Countertop Contest Status
 - a. Ryan shared the latest contest numbers and explained how we have been advertising the contest.
 - b. Jerry asked Ryan to start adding the pictures to the Friday TeamTalk emails, and to advertise the contest with photos in the members-only Facebook group.
5. The New Charity and How to Move Forward
 - a. Jerry shared that the name of the new PR program is "ASCCA Member's Care."
 - b. Carolyn started the discussion of how to advertise the new program to the members. The committee discussed using direct emails, TeamTalk, and Facebook.
 - c. There was more discussion on who would qualify for the program. It should be open to more than just shop owners, including staff.
 - d. Jerry will be the first person to start with the biking fundraiser he is organizing.

6. Promotion for Upcoming Chapter 24 Education Event

- a. Jerry started a discussion of how to advertise the events happening during the September Team Weekend.
 - i. Friday, Sept 7 - ASCCA Degree Program – A Student Education Pathway
 - ii. Saturday, Sept 8 - Connected Cars Training
- b. For the Saturday event, Carolyn will write up a commercial script for Jerry to use in possible radio advertisements. She will also try to make a video for Rocky to use on social media.

7. New Business and New Ideas

- a. None.

8. Adjournment

- a. Jerry adjourned the meeting at 6:13pm