

Masonry Heater Association Public Relations Committee Meeting
December 5, 2008 7:00 pm EST.

Members Present: Marge Padgitt-Chair, Doug Hargrave, Dick Smith, Executive Director.

Minutes of previous committee meeting in November accepted

Discussion of budget for press releases in 2009 by PRweb.com. Recommendation: (2) campaigns one in April and one in October. Budget \$400 for each - \$800 total.

Discussion: regarding digital photo frame for HPBA and possible loan to membership. Recommendation: up to \$200 for budget.

Discussion: regarding purchase of trade show banner stands for HPBA show and possible loan to membership. Recommendation: purchase (2) signs/pictures at approximately \$200.00 each plus \$100.00 for carrying case. Total: \$500.00

Discussion: regarding development of sales portfolio for use by members at their home shows and in their showrooms. Doug will get together a prototype for use at the HPBA show and for display and comments at the annual meeting. Recommendation: budget up to \$250 for development of prototype.

Discussion: MHA brochure needs to be reordered this year. Will need to have future discussions about content change and/or additions. Recommendation: should be funded through the bookstore and held in inventory. Association should expense copies that are used at HPBA and given away for promotional purposes.

Discussion: Web site improvements. Decided to postpone discussion until the next committee meeting.

Discussion: Public relations newsletter to go out to a general mailing list other than members. Purpose would be to keep these individuals in the "loop" about developments in the masonry heater scene and hopefully solicit associate memberships from this group. Names for the mail list to come from bookstore customers, information inquiries and past members. Dick will get some idea about the costs of email newsletter, entering and updating contact data for the mail list and time for maintenance of the list.

Tentative date for next meeting January 22nd 7:00 pm EST.

Submitted by Doug Hargrave