

RECAP OF AUGUST 9TH PUBLICITY COMMITTEE MEETING

1. Present were Carol Williams, Doug Ehrhardt, Carole Conrad and Don Long. The meeting started at 4:50 p.m.
2. Upcoming events we will be publicizing:
 - September 5th -- Parkway 75th Anniversary Send Off event. This is a possibility that I will confirm with Cabot Hamilton this week. His original idea was that it would take place on the Museum steps.
 - Sept. 24th -- 26th North Carolina Regiment reenactment. The final plans for this have not been completed, but I will be in touch with the organizer this week to see what details he can confirm and when. Also, I will try to get an idea from him when he would like the publicity to go out.
 - November 11th, Armistice Day celebration with a WWI special exhibit and speakers. This event is obviously still in the formative stages.
 - Carol W. is working on two articles with so far unpublished detail about the model railroad. She will try to get them ready soon, but doesn't want them to get in the way of the upcoming events stories.
3. You can see that there are two major events in September so we'll need to be timely with the stories.
4. Carole Conrad will be handling a table this weekend at the Brinegar Days celebration on the Parkway. If someone could take pictures, this might be an after-event publicity story.
5. Doug is still frustrated by the lack of communication with the various committees. I explained that MACH is presently in the process of reorganizing committees to be more effective. He stressed:
 - Committees should just send him the minutes of their meetings and that is what he would post on the web site – this would be a source for absent committee members to keep abreast of meetings they missed as well and visitors to the web site will be able to know the kinds of activities the Museum is involved in.
 - Doug will develop a boiler plate form for committees to use when sending him minutes and other information; these will be sent to each committee chair.
 - Doug will be meeting with Linda Payne in a day or so to get an idea of what is being offered in the Gift Shop and get new materials posted on the web site.
 - MACH members, sponsors of windows, etc. will be contacted to see if they have an objection to their names being included in a special web site section.
6. Other ideas briefly discussed:
 - Paypal status; not up and running yet but hopefully soon.
 - Card rack cards – finding a sponsor to pay the printing cost; sponsor will get credit on the card.
 - Several special event possibilities suggested by Carole Conrad.
7. The meeting adjourned at 5:50 p.m.