

Recap of February 22, 2011 Publicity Committee Meeting

1. Present: Carole Conrad, Carol Williams, Doug Ehrhardt, Don Long and Lonnie Jones were present.
2. Announcement of new events upcoming:
 - Lenore DePree painting to commemorate the courthouse's becoming the museum; this is exciting; the painting should be ready in time for Christmas in July; notice has been sent to Our State Magazine and the Charlotte Observer to alert them to this important upcoming event.
 - The O. Winston Link train display will be on display in Ashe County at a future date which has not been determined at this time.
 - Exploration has begun on the cost of moving the old cabin to the museum grounds; publicity will be aiming to raise money and volunteers to help with the actual moving.
 - The book signings that were postponed in January because of the weather have been rescheduled for April 2nd (Libby Bagby and the Plott hound) and Michael Hardy on April 16th. These dates are not actually firm; Linda will let us know as soon as they are firm.
3. Changes were made to:
 - The list of priorities for us to publicize (the updated version is an attachment); read it carefully to note changes in responsibilities; there have been some additions to the list activities we will be publicizing and a few changes to the matter of month we need to be handling publicity for named event;
 - The makeup of museum committees (the updated version is an attachment); go over it carefully to get the information you need for your individual committee responsibilities.
4. Put these items in your head for future conversation:
 - The Brinegar Days Parkway celebration will be coming up in the Spring; date is not known yet. We will need to plan ahead for an exciting display and those willing to give man hours to the event.
 - We are talking to Carolina Printers about producing a brochure for distribution; getting price and thinking about distribution places that won't charge us to display.
 - I will be asking for you to help with producing the brochure, editing the present one, making sure the most relevant and interesting information is included. (A scanned copy of the inside of the present trifold brochure is attached to this message; please read through it and offer your ideas to any committee member.)
 - We need to come up with a list of talking points that members who speak to local organizations can use as a guide for an interesting talk.
 - We want to collect a list from our membership of civic organizations each belongs to in order to give each the ammunition from the talking points list to talk to the groups they belong to.
 - Explore the possibility of regular every-other-month visits to Happy Time on WKSK.
5. The next Publicity Comm. meeting will probably be the third week in March. If you have a preference for a day or time during that week, please let Carol Williams know.