

Public Relations Committee
Minutes
August 2, 2013

Call to order: 6:37pm by Chair: Aiko Gonzalez.

Roll call:

Chair: Aiko Gonzalez (<i>Present</i>)	Andrew Campbell (<i>Present</i>)
Korey Keith (<i>Present</i>)	Shelby Sward (<i>Present</i>)
Kim Morris (<i>Excused-Absent</i>)	Matthew Christman (<i>Present</i>)
Victor Costa (<i>Present</i>)	

4/5 voting members, quorum established

A. Logo refresh:

The public relations committee discussed infusing the current logo with school colors on the solar flares, keeping the V in the middle but being made up of the names of each college, and adding the swirl of green and wheat look around logo.

Public Relations Committee supports the recommendations and approves the new logo concept.

B. Website Design:

The public relations committee discussed the theme and direction we would like to do with our website. It was decided to mix rustic with modern as to align with the logo and to embrace our grassroots as the agriculture region. Sample sites will be presented at the region V meeting on Thursday August 8th.

C. Website Hosting:

The public relations committee approved the idea of exploring and pricing out domain names, premium web templates, and other web service providers. Andrew Campbell made a comment, about the difficulty of paying for things over the Internet and the complex situation in the region as far as the regions funds. The Public Relations Committee took the situation into consideration.

D. Graphic Design Needs:

The public relations committee discussed and approved the requesting for picture materials from each ASO to create graphic elements to be used in the designing of the website, universal poster, and newsletter. Victor Costa asked about the inactive colleges and how to obtain photo materials from those campuses. Matt Christman

responded that it would be up to the individual ASO's to provide the materials and that going on the campus and taking photos ourselves, would most likely be a violation of the ASO's rights to not participate in the region.

E. E-Newsletter:

Public relations committee based on information and discussion had earlier under agenda items A. Logo Refresh and B. Website Design, we would continue a theme of modern but rustic. Korey Keith offered to send some e-newsletter templates to the Chair, Aiko Gonzalez.

F. Region V Poster:

The public relations committee gave direction of what they would like to see on the poster such as offering contact information, website information, and our perspective dates, times, and locations for our region meetings. Simple, yet eye catching, and informative.

G. Business Cards:

The public relations committee gave a cut off date of August 8th for the logo to be completed and therefore able to be implemented on the business cards. Shelby Sward mentioned she will have Bakersfield delegate collect contact information on who would like business cards as well as obtain the logo, so the business cards can be invoiced and paid for print. All printed and publish materials will be pending based on the adoption of the new logo.