

DRAFT

Public Relations Advisory Action Committee  
City Hall Conference Room: 542 Main Street, Dunedin FL 34698

February 13<sup>th</sup>, 2020

1. Call to order

Meeting called to order by Cyndi at 7:32am

Attendees: Cyndi Raskin-Schmitt, *Chair*; Cheryl McLean, *Vice Chair*; Kristen Bereveskos, *Secretary*; Stephanie Joines, *Member*; Anne Bokneberg, *Member*; Joe Winker, *Member*  
Lael Giebel, *Assistant to the City Manager*  
Justin Catacchio, *DTV/liason*; Mick Hoover, *Social Media Contractor*

2. Minutes

December minutes were reviewed and approved

3. Reviewed Enabling Resolution, one typo, no amendments

4. Election of Officers, voted to maintain all current positions

5. Community Relations Update

Introduction of Mick Hoover

Discussed analytics results from Facebook and Instagram

New marketing/slogan brainstorming, review of Dunedin's branding/colors etc.

Social media content review

Currently in the process of courting a new/additional Sister City

6. Committee Updates – Key Highlights

Nothing to report

7. Existing/New Business/Open Floor

First episode of Good Morning Dunedin on March 6th

8. Adjourned at 8:34am

Next meeting is Thursday March 12<sup>th</sup>, 2020 at 7:30am