

Draft
Public Relations Advisory Action Committee
August 13, 2020
Virtual Meeting via Zoom

1. Call to order
Meeting called to order at 7:47AM by Cyndi
Attendees: Cyndi Raskin-Schmitt, Chair; Cheryl McLean, Vice Chair; Stephanie Joines, Member; Lael Giebel; Justin Catacchio; Mick Hoover
No official quorum.
2. February minutes: no official quorum, deferred
3. Community Relations Update: Justin Catacchio
Good Morning Dunedin and Spotlight on Facebook and Instagram
Continue to broadcast meetings on Zoom
Working on outreach; Love Dunedin- highlight local businesses, call to shop local
Business Recovery Video Series: short videos including Purple Heart, masks
4. Committee/ member updates
League of Women Voters planning virtual event 9/29 at 7PM
Committee meetings have been on hold due to Covid 19.
5. Existing/ New Business
Looking for a new slogan and # for social media. Increased social media usage in the 35-55 year age group, meeting goal.
6. Meeting Closure
 - a. Confirm next meeting date: TBD
 - b. Adjournment: 8:21AM