

## COMMUNICATION COMMITTEE REPORT

The Communication Committee met on Wednesday, August 1, 2007. Attending members were:

Barbara Actor  
Adrienne Glenn  
Galen Knickel  
John Recca  
Carla Andrews, Community Manager

The draft of the guidelines for 'Quickcom' was reviewed and suggestions for improvement given. These ideas will be incorporated into a final document that will be presented to the Foundation Board for approval at its August 8, 2007 meeting. The 2008 budget request will be submitted asking for \$300 to cover the cost for one year service of IntelliContract.

A local realtor made a presentation on a realtor page insertion in the monthly issues of the Genescene. It is hoped that this project will help in promoting Genesee, cut down on the number of flyers place in mail box slots and generate revenue for the Genescene.

Samples of the project were presented and approved by the committee members. The full-color insert will be double sided and allow for 24 ads, with only active selling properties in the Foundation proper being advertised. We felt that homeowners, whose homes were for sale, needed to let their realtors know they wanted their homes advertised in the new Genesee Real Estate Flyer. A local resident Tracy Olson, will do the random layout and accept all money payments. Those payments, of \$50.00 per ad will be forwarded to the Foundation Office; along with an invoice for her services.

The Committee agreed that work on the project will immediately begin with the anticipation that a first issue can be placed in the September Genescene. Local realtors will be contacted initially. Local Genesee resident real estate agents would be contacted first and then outside real estate agents. There will be a limit of 2 ads per issue per agent. Adrienne Glenn, Senior Editor of the Genescene, will write and publish an article to coincide with this new insertion.

Galen Knickel asked if realtors would consider writing broad articles on the real estate market for insertion in the Genescene. I suggested that if we did not sell all 24 ads, this would be excellent filler material. The Committee is aware that follow-up will be needed to insure the success of this project.