

Public Information and Awareness Subcommittee Meeting Minutes  
**April 16, 2008**  
Pitt County Development Services Conference Room

**PI/A Members**

Ruth Peebles, Project Director and PI/A Chair  
Jennifer Holtz, Community Representative  
Marilyn Williams-United Way Executive Director  
James Rhodes-Pitt County Planning Director  
Lynette Taylor-WITN TV Anchor  
Kiara Jones-Pitt County Public Information Office  
Commissioner Melvin McLawhorn—Pitt County Board of Commissioners  
Georgia Claxton, East Carolina Behavioral Health.  
Steve Hawley, Public Information Officer, City of Greenville

**Members Present:** Ruth, James, Marilyn, Jennifer, Kiara

The PI and A subcommittee will assist with the development of the marketing and publicity plan to be included in the 10-Year Plan. The committee agreed that the MAT should partner with an advertising/marketing agency to help draft a marketing and publicity plan that aligns with the implementation phase.

Evolve, Faulkner and In Tandem are potential advertising agencies with which to partner. Members of the BRTF will be asked if they have any personal connections with any advertising agencies that can donate their services or provide services at a discounted rate.

Still photos and audio/videos that align with quotes will be posted on the website.

The PI and A discussed strategies for drawing the business community to the public forums. The 10-Year Plan will be featured on “Talk of the Town” and a radio interview with Bob Thompson at WECU will be held.

**Action Steps:**

Ruth:

- send email invitation to the April 22 and 29 public forums
- develop an e-mail invitation targeting businesses
- draft press releases for April 22 and 29 forums
- draft talking points for tv and radio interviews
- share marketing/publicity plan samples at the next subcommittee meeting

Marilyn:

- contact the Chamber of Commerce and the Economic Development Commission to encourage participation at the last two public forums.
- draft letter to editor post-forums

James:

- contact Brock Letchworth about participating in the Asheville site visit
- contact Steve Hawley regarding City Page ad announcing the April 22 and 29 forums
- contact Board of Realtors and Home Builders Association regarding April 22 and 29 public forums

Kiara:

- contact Joseph Dawson with the Pitt County Development Commission regarding recruitment of business representatives to the forums
- share conversation video with Greenville Public Access TV
- schedule radio interview with Bob Thompson at WECU
- video the April 29 forum
- Develop PSA after the forums

Jennifer:

- coordinate interview with Henry Hinton
- help publicize public forums and target the business community on Talk of the Town

### **Next Meeting**

**Monday, May 19 at 10:30 am, Pitt County Development Services Conference Room**