



ADDRESS REPLY TO:
California Apprenticeship Council
P. O. Box 420603
San Francisco, CA 94142-0603

PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

MINUTES

Wednesday – July 27, 2011 4:00 p.m.

I. Call To Order/ Roll Call

Chairman Gordon called the meeting to order at 4:02 P.M.

Members present: Scott Gordon, Kate Leyden, Julia Dozier, Richard Harris, Renee Bacchini, and Acting Chief Glen Forman.

Members absent: Donna Bechthold, Les DenHerder

A quorum was met.

II. Review/approval of April 27, 2011 Minutes

- A motion was made by Commissioner Dozier and seconded by Commissioner Leyden to approve the minutes. The minutes were approved as written.

III. Updates

Newsletter

- Chairperson Gordon presented the revised newsletter and made suggestions to perhaps see more variety of trades on the testimonials. Ms. Bacchini asked the attendees to send in any stories they would like to share.
- Suggestions were made for upcoming feature stories, such as the California Conference on Apprenticeship, DAS Hall of Fame recipients, charitable projects, programs that are not well known, link for the “I Built It” campaign, Commissioner Leyden volunteered to do an outreach to the Organic Farms.
- Ms. Bacchini reported that the “Working Group” spoke about getting sponsors to have the newsletter professionally printed.
- Ms. Bacchini asked to please sign in if you wanted to be a part of the Working Group for further information.

PSA

- Ms. Bacchini reported that DAS has a PSA on the “I Built It Green” campaign. She is looking for an event to showcase the video and asked if anyone has one coming up to please contact her.

IV. Adjournment

- A motion was made by Commissioner Gordon and a second by Commissioner Dozier to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 4:32 P.M.