



COMMUNICATIONS COMMITTEE  
Best Western Premier Helena Great Northern Hotel  
Thursday, September 26, 2016  
8:00 am in the Trestle/Signal Room

*The Mission of MAR is to advocate for its members and to protect the rights of property owners.*

## **AGENDA**

- I. Call to Order & Roll Call**
- II. Anti-Trust & Conflict of Interest Statement (Sign in sheet)**
- III. Approval of excused absences**
- IV. Approval of September 2016 Minutes**
- V. Approve 2017 Committee Roster**
- VI. Budget Review**
- VII. Digest**
  - A. Ad sales
  - B. Trimester publication - print & digital
  - C. Feedback/suggestions/edits?
- II. Website**
  - A. Launching!
  - B. Blog - do we want to host one?
  - C. Feedback/suggestions/edits?
- III. REALTOR® Realtalk**
  - A. First Episode - Advocacy featuring Taylor Oldroyd
  - B. Costs for highest quality production possible
  - C. Future Episodes - What next?
- IV. Social Media**
  - A. Analytics
  - B. Budget for paid ads
  - C. Group vs. Page
  - D. Profile photo - change to our logo?
- V. reMARKs**
  - A. Analytics - Opens, clicks, etc.

- VI. MAR Strategic Plan**
  - A. Review
  - B. Public Outreach
  - C. Buddy system
  
- VII. Communications Plan**
  - A. Review
  
- VIII. Fast stories**
  - A. New FREE membership benefit
  - B. What topics of video do we want each month?
  
- IX. Direct Mail Pieces**
  - A. Membership - TALE or #MARMemPerks
  - B. Affiliate Membership
  
- X. June 2017 Homeownership Month**
  
- XI. New Brand in 2018**
  
- XII. Announcements**
  
- XIII. Adjournment**

**NEXT MEETING:** April 26 - 28, 2017 (Fairmont Hotsprings)

**REMINDERS: TODAY**

**1:00 - 2:00 pm:** Strategic Plan & Committee Update

**2:30 - 3:00:**

**6:00 - 8:00 pm:** Legislative Reception