

**Cooper County Extension Foundation: ERIC  
Public Relations/Publicity Meeting  
4/23/2009**

Present: Ashley Benny, Chair; Dane Gregg, Amanda Cantrell, Lisa Held

Absent: Meribeth Long

Dane discussed the new amendments. We are now a Non-Profit Organization.

How do we want to advertise?

- Events
  - o Host a trivia night.
  - o Chili or Potato Supper in October
  - o Silent Auction at both
  - o Garage Sale/Community in Gym
  - o Get MU Athletics involved maybe with appearances
- Flyers
  - o Explain ERIC
  - o Detailed Listing with Pictures
- Ads
  - o Vinyl 'Billboards' 3'x6'
    - Ashley to design and get a quote
    - Lisa to get a quote
- Website/Blog
  - o Lisa to start Blog on different websites
  - o Dane to look into setting up a website
    - Getting domain name, attach to extension website, etc
    - Costs in budget

Stress renewable green sources in all.

How do we get the big bucks donations?

- Letter to all area CPA's and investment firms.
  - o If anyone has an IN with contact via phone before letters go out.

What other organizations/people can/will help us?

- Cooper County 4-H                      - FFA
- EMS/Sheriff's Department   - Lisa McCleary –Chamber of Commerce
- Sarah Gallagher – Development

**BUDGET**

<b>Website</b>	<b>\$250</b>
<b>Blog</b>	<b>0</b>
<b>Paper Promotions</b>	<b>100</b>
<b>Vinyl Banners/Billboards</b>	<b>500</b>
<b>Booth(s) Fees</b>	<b>100</b>
<b>Misc (Candy, stickers, etc)</b>	<b>500</b>
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	<b>\$1,450</b>

## Events with dates we may attend to stump for ERIC

*If you know any missing dates or can verify the dates in **RED** we would appreciate it. Also if you know of an event we have missed just reply back with as much information as possible.*

Cooper County Youth Fair	July 22-25
Prairie Home Fair	July 8-11
Pilot Grove Rodeo	July 17&18
Pilot Grove Fall Festival	
Bunceton 4 <sup>th</sup> of July Days	July 3&4
Otterville Tractor Pull	
Tipton Fair?	
Jamestown Fish Fry	Sept 5?
Moniteau County Fair	
Heritage Days	June 26-28
Santa Fe Trail Days	September 11-12
State Fair	August 14-23
Festival of Lights	Thursdays in September
Boone County Fair	
Fayette Freeze Off	