

LEXINGTON COUNTY ADVISORY COUNCIL
January 11, 2007

SUB COMMITTEE: MARKETING AND PUBLIC RELATIONS COMMITTEE

Attendees:

Tommy Harman, Gincy Drayton, Fae Herbert
Helen Rivers, Arnold Screen and John Oxner

Helen Rivers was elected the Chair; Tommy Harman Vice-Chair and Willie Wingard, Recorder

PROPOSED GOALS DISCUSSED:

1. Review the current marketing efforts of the Extension office, assisted by John Oxner
2. Study the demographics of the county and pick a target group and which programs would be of interest to them, and then develop additional marketing to aid the effort.

Our next meeting is scheduled for Thursday, March 1, 2007, 6:30 p.m. at the Extension office.

Willie Wingard, Recorder