*This report summarizes the committee activity during the prior quarter, provides a current snapshot reflecting today, and identifies initiatives/needs from fellow board members going forward.*

## **Summary of 2024-25 Q1**

The Public Image Committee currently consists of (but is not limited to) the following members:

**Andrea Kojan – Chair**

Perla Lara – Webmaster

Troy Houston

Chris Baca

It should be noted that the committee has not yet met officially as a group, but has rather functioned to date through one-on-one contacts and conversations. Work on the club’s social media platforms (for example posts on our Facebook page) and other outreach has been handled individually so far with oversight from the Chair. It is the Chair’s goal this year to “flesh out” the Public Image committee, finalize members, and move to a more “official” format for committee functions and activities.

Future Public Image activities being considered include:

* Create / organize / put together a “this is what we take to use at Fairs and other such functions” kit, to include a pop-up tent, table, chairs, etc., as well as club advertising items such as postcards, tri-fold flyers, club activity picture displays, etc. Might also include easy basic games (Tic-Tac-Toe, etc.) for kids and/or “to bring folks in”.
* Establish a process for regularly posting on the club Facebook page and other social media:
  + Agree on who posts what and when (re: monthly themes, club events, etc.)
  + Clearly define what we do (and don’t) post online
* Create an online repository for pictures for club members to be able to save club event photos, etc., to possibly use in future advertising, social media posts, etc.
* Update the current club postcard advertisement
* Create a new tri-fold flyer to place in library and other such places
* Hold an official “Grand Opening” (or similar) event for MACAA when they are able, to acknowledge the 2023-2024 Club District Grant activities performed at the facility.
* Establish a regular meeting time for committee (most likely via Zoom)
* Continue to participate in the Rotary Zone 33/34 “EPIC” Award Tasks (previously Public Image Citation Awards) program and again receive the “Platinum” level award