

Special PR Committee Meeting – Tacoma Chapter of The Links Inc.

March 18, 2019

2:30 pm

Zoom/conference call info:

712-832-8330 access code: 421462

Participants: Alyce, Tracie, Roz,

Absent: LaTonya, Fran

PURPOSE: Explore capacity of Traci Davis and her promotion company to help us bring Dark Divas to Tacoma in the fall ... what those services are and how much they cost.

OVERVIEW: Roz – overview of what Links are looking to do with Dark divas re feasibility research re venues

Looking to explore a robust promotional campaign to include traditional media and social media.

Ideas of WhoFish, Noonday NW etc. for publicity

Tracie:

Does do promotion for other events besides herself

Has helped with promotion for EWF, Charlie Wilson etc. at Puyallup Fair

Radio, NW

Would love to: help fill the room after we find the venue, AND

WOULD WORK GRATIS for us due to other commitments and

her regard for the Links and the work that we do in the community

Understands and doesn't mind working with another PR

professional ... would like to know who it is

Alyce:

Reiterated for Tracie that this event (like Spring Fling) is a

FUNDRAISER

Offered to follow up with Mayor Woodards re Pantages as Tracie suggested

Agreed upon Targeted date of Late September or October (maybe 4th week in October)

Facebook and FB Live, posters, churches, salons, barber shops, restaurants, not many flyers anymore, social media

Financial piece/Tracie Davis

Next Steps:

LaTonja will follow up with other PR vendor out of Seattle, and

Alyce will explore PR possibilities with Donella Goudeau

Roz will develop a Venue Research Checklist for use in exploring venues for this performance

Meeting adjourned at 3:42 p.m.