

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
MARKETING/PUBLIC RELATIONS COMMITTEE

Monday, April 26, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 9:45 a.m. EDT by Chairman Harold Yarborough. Those in attendance were: Harold Yarborough, Rick Baldini, Marc Rosenkrantz, Nick Willard, Barbara Vasquez, Cindy Bell, Frank Donahue, Rob Henry, Janet Arden, Bill Ives (call in) and Erin Soger.

2.0 ANNOUNCEMENTS

Ms. Soger announced the following Coverings information:

- CTDA's booth number is 3929.
- Total Solutions Plus has been launched and registration, table top and sponsorship forms are available in the back of the room.
- The CTDA/Total Solutions Plus reception will be held on Tuesday, April 27th from 4:30-5:30pm. Please take a drink ticket.
- Smoothies will be given out at the booth on Thursday, April 29th while supplies last.

3.0 LEGAL REPORT

There was no legal report.

4.0 APPROVAL OF MINUTES OF FEBRUARY 9, 2010 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the February 9, 2010 meeting.

5.0 CTDA 2010 METRICS

Mr. Yarborough and Ms. Soger outlined the CTDA 2010 thrusts and metrics along with the current status of each item.

5.1 Showroom Idea Center

Mr. Yarborough noted the Showroom Idea Center was launched on October 1st, 2009. CTDA staff will continue to promote the site via CTDA This Week emails.

The Committee would like CTDA staff to begin recording and reporting on all CTDA website click throughs/statistics.

Mr. Donahue suggested CTDA conduct a showroom contest. If approved by the Board CTDA staff will implement a showroom contest program in which members submit pictures of their showroom. The winner of the contest can be given the award at Total Solutions Plus. The prize could be 50% off membership dues. The Committee also suggested the Showroom Idea Center be moved to the public site to increase hits.

A motion was made, seconded and unanimously passed to recommend to the Board of Directors that the Showroom Idea Center be moved to the public site and a showroom contest be implemented.

6.0 CTDA TILEDEALER MAGAZINE

6.1 Editorial Feedback

After some discussion Mr. Yarborough suggested CTDA conduct a free webinar on how to best utilize online newsletters.

6.2 TileDealer Update

Ms. Arden updated the Committee on the feedback and statistics of the second digital issue of TileDealer. She noted that 23% clicked through to the magazine and 1% clicked through to the CTDA website.

6.3 Courtesy Copies of TileDealer

Ms. Soger updated the Committee on the current status of the project. To date 3 companies have submitted lists containing email addresses (Crossville, 42, PanAmerican Ceramics, 137 and, Vasquez Enterprises, 66).

7.0 NEWSLETTER ADVERTISEMENTS

Ms. Soger explained the background of this program. To date 9 companies have submitted announcements to appear in CTDA This Week.

8.0 MEMBER INFORMATION UPDATE

Ms. Soger explained that members have been asked to update their company information. They will be asked again in June. Mr. Donahue asked that East Coast Tile's update be sent to him.

9.0 SOCIAL NETWORKING

The Committee discussed the necessity of getting young people involved in the social networking site. After some discussion the Committee suggested the Generations Committee explain to the Marketing Committee the best ways to utilize Facebook for CTDA.

10.0 CTDA THIS WEEK

Ms. Soger asked for input on the format and content of CTDA This Week. The consensus of the Committee was that it is a great format and they look forward to receiving it every week. Ms. Nichols suggested adding a joke to the newsletter.

11.0 TOTAL SOLUTIONS MARKETING PLAN

Ms. Soger outlined the marketing plan for Total Solutions Plus.

12.0 OTHER BUSINESS

There was no other business.

13.0 SUMMARY

Mr. Yarborough summarized the meeting.

14.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 10:45 a.m. EDT by Mr. Yarborough.