

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

Tuesday, April 14, 2009

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 10:00 a.m. CDT by Chairman Yarborough. Those in attendance were: Harold Yarborough, Erin Soger, Rick Church, Nick Willard, Gail Schovan, John Zolman, and Rob Henry.

2.0 ANNOUNCEMENTS

There were no announcements.

3.0 LEGAL REPORT

There was no legal report.

4.0 APPROVAL OF MINUTES OF FEBRUARY 18, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the February 18, 2009 meeting.

5.0 CTDA 2009 METRICS

Ms. Soger outlined the CTDA 2009 thrusts and metrics along with the current status of each item.

The committee asked that CTDA staff provide a brief line of update on each Thrust and Metric on future agendas.

5.1 Showroom Task Force

Mr. Yarborough updated the committee on the current status of the website, stressing that it is a work in progress.

The committee would like the website to be promoted at the Management Conference. CTDA staff should continue promoting the need for additional information.

Ms. Soger reported that she has compiled information from 3 branches of Florida Tile and additional information from D&B Tile that she will be submitting to the task force for approval before adding to the website.

5.2 Rebrand CTDA by Coverings

Mr. Henry updated the committee on the background and goal of this item.

After much discussion the general consensus of the committee is to not change the logo, rather to modify the current logo by updating the colors and incorporating tag lines.

Mr. Henry will take the committee's suggestions to the Board of Directors at their Monday meeting.

6.0 CTDA TILEDEALER MAGAZINE

6.1 Editorial Feedback

Ms. Soger updated the committee on the 2009 editorial calendar of TileDealer including what the committee can expect from the next 3 issues. Ms. Soger asked for names of individuals who could provide additional case histories on LEED, CCTS, or the Webinars.

Mr. Yarborough suggested that CTDA staff contact Carol Schafmeister and Howard Pryor for LEED case histories.

6.2 Regional Advertising

This item was not discussed.

6.3 Courtesy Copies of TileDealer

This item was not discussed.

7.0 OTHER BUSINESS

There was no other business.

8.0 SUMMARY

Mr. Yarborough summarized the meeting and reiterated the current status of the thrusts and metrics indicating that we are on track for April.

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Marketing/PR Committee

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Final Minutes

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9.0 ADJOURNMENT

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