

TBI Executive Committee
April 14, 2011
Phone Conference

PRESENT: Keri Bennett, Mike Hon, Nancy Noha, Susan Buettner, Dale Johannes, Rose Dymacek

The Executive Committee phone conference concerning the Marketing Plan began at 9:00 a.m.

The Marketing Plan developed by Snitily Carr was sent to the Executive Committee members for review. The minutes from the Review Committee meeting were also shared. The group felt the plan did meet the expectations. There is a need to work closely with BIA-NE so that the two groups complement each other but not duplicate.

The Review Committee suggested that a Public Relations/Marketing Committee be formed with Tiffany Verzal as chair. Questions were raised about Tiffany Verzal's company that does marketing work. A conflict of interest would not arise unless they submit to do some of the work in the plan. If that occurs, Tiffany will be asked to disclose a conflict of interest.

Rose Dymacek moved to accept the Marketing Plan that was submitted by Snitily Carr. The motion was seconded by Dale Johannes.

VOTE:

Aye – Mike Hon, Susan Buettner, Dale Johannes, Rose Dymacek

Tiffany Armstrong sent her acceptance of the Review Committee recommendation prior to the meeting.

Nay – None

Abstain - None

ADJOURN

The Executive Committee conference call adjourned at 9:20.