

Colts Neck First Aid Squad
Special Meeting
7/25, 2023

Call to order:

The meeting was called to order at 7:08pm by President Martha Leonhardt.

New Business:

1) People in town should show what the First Aid Squad does. Entry into the squad is difficult. Membership is a bit of a hurdle. The PR Firm we are using is BML Public Relations, run by Brian Lowe. They have not done this for a First Aid Squad before but they are experienced in marketing. We need to be involved in our own PR. With this campaign we hope to get 5-15 new members.

2) There is potential to reach out through Print, Radio, Youtube. This help isn't going to be cheap. We need to fortify our core member group and bring in rolling members from young College kids and families.

3) Cost will be \$30,000 over 3 months. We expect to get donations that offset these costs and that the program will improve in effectiveness over time.

4) Mr. Lowe want to start meeting us to get the program started sooner rather than later. And expects to start seeing results in September. An open house at the building is planned for September.

5) We plan to make it easier to join and adjust how quickly we put new members on the Duty teams and EMT courses.

There was a motion to proceed with the public relations campaign by Nick 2nd by Denise, carried by an all-in favor motion.

Adjournment:

There was a motion for adjournment at 7:40pm by Alex 2nd by Vicki, carried by an all-in favor motion.