

**Meeting Minutes**  
**Progressive Referral Group**  
**Thursday, January 26<sup>th</sup> , 2023**  
**Deb's Corner Café**

President: Brenda Carney  
Vice President: Dawn Walker  
Treasurer: Jesse Hamilton  
Secretary: Mark Bohach

**Members Present:** Greg-American Eagle Mortgage, Brenda-APG Media, Jessica-Bruce Chiropractic, Kalli- Calico Publishing, Denise-Country Lane Gardens, Dawn-FAIRHOPE Hospice, CJ Estell- Focus Management, Joy-Friendly Bremen Bank, Pail- HFD funeral Home, Philip- Home Instead, Dave Y-Minuteman Press, Jeff-MMA Insurance-Health Benefits, Matt Harvey-MMA Insurance-Personal Lines, David-National Telehealth Solutions, Wayne-New Way Carpet Cleaning Services, Jesse-Ruff & Associates, Bill-UrPCHelp, Mark-WLOH-The Wolf

**Treasurer's Report: \$4777.08 Motion- Kalli B. Second- Jeff M. Motion Passed**

**Referrals Given: 13**

**Talked to someone as a result of a referral: 12**

**Discussed PRGL with someone outside the group: 9**

**New Business:**

- Don Dupler is no longer at Connexion West and has withdrawn from the group. The intention of Connexion West is not known at this time.

**Old Business:**

- Buckeye Auto Family has officially withdrawn from the group.
- Performance GMC- Cadillac has expressed interest in the Auto Dealer category.

**Announcements:**

- Perry County Senior Expo- March 24<sup>th</sup> See Brenda for vendor information.
- Hocking County Senior Expo- April 21<sup>st</sup> See Brenda for vendor information.
- Perry County Home and Garden Show – May 5-6<sup>th</sup> See Brenda for vendor information.
- Home and Outdoor Expo at the Fairfield County Fairgrounds- March 18-19. A few booths still available.

**Acknowledgements:**

- Mark thanked Dave from Minuteman Press for great work on Ugly Furnace postcards.
- Jessie and Philip thanked Bill C for his knowledge and help.
- Brenda thanked Mark for the timely minutes.

**Speaker: Kalli Bohach- Calico Publishing and Wolf Country Radio**

Kalli discussed advertising strategies in smaller communities. The key is to be diverse and use multiple platforms for your message. Know your market- who is your target consumer. The message is extremely important- be focused and keep it simple. Use social media – but be selective and post on a regular basis. Let people know you are still in business. In smaller communities, newspapers still are a go-to for many people. Optimize your SEO with keywords and possibly paid Google sponsorship to assure a higher appearance in searches. Avoid Columbus TV and other forms that reach areas that cost a lot of money and reach vast areas that will do you no good.

Consistency is important. Look for long term results.

Respectfully submitted by  
Mark Bohach, Secretary of PRGL