

Public Relations Committee  
Meeting Minutes  
6.30.2008

**Present:** Andrew Abbott, Jennifer Carey, Alex Purnell, and Tom Elliott

**Absent:** Davina Fournier, Melody Esmaili

Meeting commenced at 19:15

**Old Business:**

- Discussed and rated a driver-specific complaint
- Alex discussed some of the post senior-driving ride alongs that he has done. We have been conducting ride-alongs of new drivers, both as a progress report and an effort to identify and preemptively correct bad habits before they become serious PR concerns.
- Discussed the adjustment of standard PR ride along policies, specifically regarding the follow-up to ride-alongs that score below expectations, as well as the scheduling for new ride alongs.

**New Business:**

- Discussed at length the implementation and distribution of PR surveys, specifically the handing out of surveys to hospital commuter route riders and tabling in grounds for the student/central grounds route riders. Additionally, Jennifer suggested the possibility of an incentive program for people who fill out the surveys.

Meeting concluded at 20:05

Minutes Prepared by Tom Elliott

Minutes Approved by Andrew Abbott