

Lehigh Valley Postal Customer Council

Meeting Minutes: February 16, 2011

Present: Bill, Ed, Frank, Anita, Jim, Jen, Judy, Joe, Greg, Ron, Laura, Paul & Brian

Treasurer's Report: No activity since last month, so no report

Minutes: Not Read and Accepted

Rich DeMenno has resigned due to change in job position. We will recognize at April meeting with an inexpensive item.

Old Business: Letter to Reading PCC members went out last week. Mike Reese from City of Reading called Bill and was excited. Terry C (USPS, Reading PCC) contacted Anita and wants a meeting to introduce ourselves and inquired if we would like their files (yes, we do). We may also receive their remaining bank account funds.

LVPC Database: Bill & Judy reviewing and in process of color coding & cleaning up contacts

Gold Status: (Anita/Joe) NPF Requirement. John Horner attending will not count towards the requirement since he is not in an appropriate position. Joe will contact John and first verify that he is still attending. If so, we will change John's title to 1<sup>st</sup> Vice Chair (Frank's position and make Frank 2<sup>nd</sup> vice chair).

Educational Workshop Topics (Judy & Rich, before resigning). They came up with a list of topics including Non-Profit, 1<sup>st</sup> class, carrier saturation, address management, Lehigh Valley plant tour & IMb.

Membership Letter: Read and accepted. Had discussion on adding disclaimer "discounts rates at PCC events are for paid members" and requests to not pay a membership fee must be made "in writing." We also discussed sending 2012 membership in January 2012 then moving 2013 & forward to sending out in December.

Spring Membership Meeting:

- Speakers: Jordan is out.
  - Kevin is confirmed. (Expect 30 minutes for presentation.) He can talk on the "big picture" (structure/reorganization), finances, bills in Washington DC, local changes & consolidations. We will take a break after this presentation.
  - Donna Christ (20-30 minutes). She can speak on priority mail & an overview on saturation flats program. She can do a breakout session for those interested on more of the nuts and bolts of the saturation flats program at the end of the event so only those interested need to stay.
  - Speaker on Rates Change (15 minutes). Will reach out to speaker bureau to see who we can get. Possibility of Joe Zengary, but we have already used him a few times in the past.
- Program Notes. 1<sup>st</sup> flier may be a save the date notice unless speakers are confirmed by next week.
  - Will delete IMb as topic
  - Will change meeting end time to 11:30am
- Saturation flats program (new name is Every Door Direct Mail)
  - May appeal most to local businesses including retail, bank branches & restaurants
  - Ed will see if he can get a list of 200 or so names from Chamber of Commerce that we can possibly invite as this would be of interest to them. We will send a cover letter along with the flier to these people. There is concern we may not be able to mail these under the g-10 permit.

No Golf Tournament in 2011.

Meeting Adjourned at 10:45am