

Lehigh Valley Postal Customer Council
Meeting Minutes: January 18, 2012

Present: Bill, Brian, Frank, Paul, Judy, Sue, Jen & Greg

Treasurer's Report: Bill received and e-mail from Ed. Balance is \$6014.92+ \$25 check from Sue

Minutes: Frank motioned and Greg 2nd

Brian gave USPS overview: optimization put on delay. Amp studies continue. Closings put off (est. until June). Service standard change still targeted for March – May 2012.

Arts Quest for Spring Meeting – will hear soon on dates & pricing. Looking at week of 4/16 or 4/23 (Tues, Wed, or Thurs)

Reading PCC – **Brian** (Postal Co-chair) is to get bank account from Reading PCC. **TO DO**

Using PCC as voice on topics to USPS – Paul suggested

- Use PCC to give feedback to USPS on topics of concern to the industry (like service standard changes)
- No current form for this exists. We would need approval to send a letter
- **Bill to talk to Ron** to see what's being done. **TO DO**

Covering Promotions Duties – since Laura resigned

- Bill recommended using a postcard (no envelopes to stuff) & refer to website to download registration form
- Paul will design mail piece
- Bill will print
- Timeline:
 - Do “save the date” right away
 - When ready, send registration link and QR code
 - Redo mailing a 2nd time – IF NEEDED
- On-Line Event Registration: can do via Pay Pal or credit card. Will need our bank account #. We will need to be diligent in matching registrations to deposits.
 - Pay Pal
 - Will need EIN # (use USPS?; should we get for LVPCC?)
 - No initial set up cost
 - **Paul** will get all details ready for February meeting. **TO DO**
 - **Bill will send e-mail to** get approval to do. **TO DO**
 - **Sue & Paul** will work on form. **TO DO**
 - Credit Card – costs us \$1/transaction to do online

How to “create a buzz” for Spring Meeting– how to remember us and we need a good speaker. Maybe a gift that “sticks” with them.

- Promote TOPICS & not a speaker name? Use generalist speaker, touch on areas, then do breakout on each area
- 2 Breakout areas: **Bill - . TO DO**

Breakout #1		Breakout #2	
Marketing	How to use mail to grow your business	Mail piece design	Kilo’s corner Incl Self mailer changes, tabbing
Database management	Incl. products out there	Acceptance	
		Delivery Standards	

- For self mailers, we could stuff LVPCC folders with samples showing new designs (only do 6 basic designs)
- Mail buzz box – survival kit (include compass to navigate USPS. Paul suggested.
 - Can we do with G-10? Do we need special approval? **Bill - TO DO**

Frank motioned that Ed handle bellhop duties at board meetings. Tabled until February.

Membership Drive – **Greg** to write letter **TO DO**

- Benefit of Membership: Direct member voice to board and member ONLY meetings
- **Bill –** Perceived values to member deals **TO DO**

New Board Member: Bob Fehnel from Bernheimer. **Greg** to invite for February meeting. **TO DO**

- Need to discuss filling vacancies. Programs chair is open from Laura leaving. Is there a graphic designer who might be interested in doing?

Meeting Adjourned : Greg motioned and Paul 2nd