



**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Wednesday, December 8, 2010  
Gainesville Chamber of Commerce**

**Members Present**— Katie Weitekamp, APR (presiding); Amelia Bell, APR; Lindsay Brennan; Devon Chestnut; Kevin Coulson; Kelly Donovan; Morgan Dunn; Daryl Sowers Norfleet; Kathy Richardson, APR; Lindsey Robertson, APR; Steve Shepherd

**Members Absent**— Morgan Dunn

**Call to Order**—7:49 a.m.

**November 2010 Minutes**—Minutes and consent agenda were approved. (Robertson, Chestnut)

**Distribution of New Member Application(s)**— Janeen Smith, GACC/FloridaWorks; Tim Orwig, ProGifts; Ronda Hemminger Evan, Florida Farm Bureau; and Rachel Kopec, Exactech.

**President's Report**—Katie Weitekamp, APR-

Action Items:

Board approved the site architecture for the new website.

**Treasurer's Report**—Kevin Coulson

Coulson reported that we are receiving a \$1850 membership rebate. The beginning balance was 7028.87 and the ending balance was \$8909.87 after expenses. (approval to be done by email)

**Outstanding Business**—Meet the board video is still in the works. Dan Jesse has written a draft script.

We also need to be working on a video to promote the annual conference with a tail gating theme.

There are 35 registered for the holiday party.

**New Business**—Kathy Giery, APR, CPRC is one of two members that will serve on the UAB board. Press release about the appointment?

**—Board Member/Committee Reports—**

**Past President**—Courtney Holmes

Holmes announced that Sarah Carey, APR will be the next First Tuesday program. She noted that the Chapter Award recipients have been selected and the presentations are ready to be made at the holiday party. She also asked the board to please review the chapter's bylaws and send any comments to her.



**President-Elect—Morgan Dunn**

Dunn's report is in the consent agenda.

**Electronic Media—Kelly Donovan**

The committee met with ProInk on Nov 22. The focus was on finalizing the top navigation and the drop down menus. She asked the board to approve version 1 of the architecture of the new website. (Shepherd, Coulson)

**Community Relations—Daryl Norfleet**

Norfleet reports that the committee would like to hold a fundraiser instead of participating in the kickball tournament. The committee has met with the staff of Bread of the Mighty Food Bank to begin the process of making a public relations plan for the organization.

**Educational Services—Steve Shepherd**

Shepherd would like to hold a fundraiser to send a student to the state conference- all expenses paid. He expects needing to raise \$1,000 to \$1,500 and is looking for committee members to work on the project.

**Image Awards—Lindsey Robertson, APR**

Robertson reported that the date for the Image Awards workshop is Jan. 6 at LifeQuest with Kathy Giery, APR, CPRC facilitating. The deadline to enter the Image Awards is March 14. The call for entries will be ready soon.

**Member Services —Devon Chestnut**

Chestnut announced that the chapter is 3<sup>rd</sup> in the state for renewals and that so far we have 70 members renewed, 3 new members and six student memberships. Krissy Goodwin is the winner of the \$50 QVC gift card.

**Professional Development Seminar—Dan Jesse**

Good speakers are being secured with the ideas of focusing on identifying target audiences and using targeted messages. We still need sponsors for PDS.

**Accreditation—Amelia Bell, APR**

Bell said she has three members who will be sitting for their Readiness Reviews in January and one will be sitting for their CPRC.

**Vote on New Member Applications—** There were four new member applications approved: Janeen Smith, GACC/FloridaWorks; Tim Orwig, ProGifts; Ronda Hemminger Evan, Florida Farm Bureau; and Rachel Kopec, Exactech.

**Agenda Items Membership Meeting—** None

**Announcements/Comments—**.

**Meeting Adjourned—** 8:50 a.m.

The next board meeting will be Jan. 12, 2011 at the Gainesville Chamber of Commerce.

Respectfully submitted,  
Kathy Richardson, APR