



**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Wednesday, May 11, 2011  
Gainesville Chamber of Commerce**

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

**Members Absent**—

**Call to Order**—7:51 a.m.

**April 2011 Minutes**—Minutes and consent agenda were approved. (Dunn, Shepherd)

**Distribution of New Member Application(s)**— Scott Schroeder of Marketing Mudd.

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

Action Items:

**Treasurer's Report**—Kevin Coulson

The beginning balance was \$6,329.40 and the ending balance was \$6,641.12. Coulson said there were many outstanding expenditures and income. (Holmes, Brennan)

Kelly Donovan asked the board to approve a budget expenditure for annual hosting fees for the new website. She recommended adding a line item for web hosting to the budget in the amount of \$100 to cover the approximate cost of \$8 per month for storage space. (Donovan, Shepherd)

**Outstanding Business**—An update on the chapter website was given. Kelly Donovan said the coding is still being done on the website. She noted that she is considering having a training session on WordPress for those that are interested in learning how to update the site.

Devon Chestnut presented her findings about the Chapter joining the Gainesville Area Chamber of Commerce. She said the benefits were the exposure to more than 1,200 businesses, the directory listing, being listed in the guide to preferred businesses, being able to share FPRA news in the weekly eJournal, opportunities for networking. Her recommendation was to join in order to have the additional exposure and brand FPRA within the business community. Devon made the motion, Dan Jesse seconded. During discussion Morgan Dunn brought up concerns about whether joining was the right thing for the Chapter to do. Various board members spoke in favor of joining. Devon amended her motion as "to join the Gainesville Area Chamber of Commerce at the beginning of the new board year and to have the membership director be the liaison between the Chapter and the Chamber and be responsible for doing a review after one year of membership. (Chestnut, Jesse)

**New Business**—

—Board Member/Committee Reports—

**Image Awards**—Lindsey Robertson

Robertson reported that 50 people attended the Image Awards with 18 completing the survey. The feedback was positive. She encouraged those interested to submit an application for Golden Image Awards by the deadline of May 20.



**Educational Services—Steve Shepherd**

Steve reported that the Quiz for a Cause trivia night raised \$1,000 for student scholarships to attend the FPRA annual conference. He said the event was well received by everyone attending.

Shepherd also complimented Kelly Donovan for including the graduating seniors in the eNews. He said he heard a past president remark about how nice it was to see that in the chapter newsletter.

**Programs—Lindsay Brennan**

Lindsay said she is looking for a new speaker for the May luncheon. Several names were discussed and the possibility of using the graphic designer panel that had been put together as a back up PDS. Lindsay said she would follow up on the suggestions and possibly use them over the summer as well.

**Community Relations—Daryl Norfleet**

Daryl reported that she had met with Debie of BOTM food bank. She said the committee is working on a visual communication plan targeted toward volunteers and donors. The plan includes a brochure and website analysis as well as a mission, tagline and style book.

Daryl mentioned looking at July 14 as a possibility for the media breakfast.

**Electronic Media—Kelly Donovan**

Reported during treasurer's report/action items.

**Vice President, Member Services—Devon Chestnut**

Devon reminded the board members that she was seeking feedback about the media list.

**Professional Development Seminar—Dan Jesse**

Jesse reported the PDS was successful. He said the evaluations were good. He said he was still going through them.

**Accreditation—Amelia Bell, APR**

Amelia reported that Debbie Mason, APR, is the chapter's newest CPRC. She said Mason would receive her pin at the June luncheon.

**Vote on New Member Applications—** Approved. (Shepherd, Coulson)

**Agenda Items Membership Meeting—**

**Announcements/Comments—**

**Meeting Adjourned—** 9:11 a.m.

The next board meeting was set for June 8, 2011 at the Gainesville Chamber of Commerce.

Respectfully submitted,  
Kathy Richardson, APR