

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes (corrected)
Wednesday, September 8, 2010
Gainesville Chamber of Commerce**

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

Members Absent—

Call to Order—7:55 a.m.

August 2010 Minutes—Minutes were approved. (Shepherd, Holmes)

Distribution of New Member Application(s)— Laura Aguiar.

President's Report—Katie Weitekamp, APR

Katie brought up the chapter audit and said there were some issues with the prices provided by James Moore & Associates. She also said that no one at GRU could be of assistance with the audit.

Lindsey will finish the contract with Sweetwater.

Treasurer's Report—Kevin Coulson

Coulson reported that the bank deposits totaled \$1,392.18. Debits were \$2,134.40. The grand total for the Gainesville Chapter is \$11,503.28. ()

The Year End Budget was distributed and approved via email on Sept. 8. (Shepherd, Dunn)

The new budget for 2010-11 was distributed, voted on and approved via email on Sept. 30. (Holmes, Shepherd)

Outstanding Business—None

New Business—

- Having a 'meet the board' video produced was discussed. Several locations and styles were discussed. Dan Jesse suggested the need for a script. Shepherd suggested using a real school bus to make it more like the real Partridge Family.

—Board Member Goals—

Accreditation—Amelia Bell, APR

Bell said her goal is to facilitate three new APRs and one new CPRC through the process for this year.

Community Relations—Daryl Norfleet

Norfleet said her goal was to provide professional services to a non-profit. She would like to use an RFP process and select one client to serve for the year. In addition, she would like the chapter to be involved in two charity events: a food drive and the annual kick ball tournament. She also cited the media breakfast and a 'coffee break' as possibilities.

Educational Services—Steve Shepherd

Shepherd said his goal was to continue focusing on student involvement in the chapter. He wants to double the number of scholarships for student memberships given by members of the chapter. It is \$25 to sponsor a student. He also wants to have corporate sponsorship to have one or two students attend state conference. He would like to have more mentoring and shadowing for students as well.

Member Services —Devon Chestnut

Chestnut said her goal is to increase membership. Her short term goals are to have six new professional memberships and 10 new student memberships. She wants to have two chapter events outside of the monthly luncheon by Oct. 31. Those could be a membership fair and a 'refer a member program.' She would like to use post cards and phone calls to recruit and retain.

Past President/ Historian—Courtney Holmes

Holmes is planning to work with seasoned professionals to encourage them to remain involved in FPRA and have a VIP program to reward them for getting involved. She wants to increase leadership interest. Finally she noted the addition of a 'rising star' award to the chapter's annual awards.

Communications—Kathy Richardson, APR

Richardson said her goals were to take meeting minutes, transcribe and distribute them in a timely fashion, to send news releases when appropriate and to update Facebook weekly. She plans to work closely with Kelly Donovan and Lindsey Robertson to keep the media channels updated.

Electronic Media—Kelly Donovan

Donovan plans to continue doing the weekly e-news. She is also working with a committee and ___ on redesigning/ creating a new website. She would like assistance from the board on highlighting member accomplishments via the chapter communication channels.

Image Awards—Lindsey Robertson, APR

Robertson said she is meeting with past chairs and past presidents. Her goals are to increase the number of entrees and increase the number of attendees. She wants to hold a workshop/ session to educate members about the process. She would also like to hold a promotion or contest to get people interested in entering.

President-Elect—Morgan Dunn

Dunn said she would like to obtain a 50 percent renewal rate by October through the membership fair.

Professional Development Seminar—Dan Jesse

Jesse reported that he would like to see something different for PDS. He is already gathering an excellent committee that has generated new theme ideas. He said he would like to see the topic of "connecting with audiences" covered at PDS. He is considering a panel that would include research, a media trainer and marketing. In addition he wants to see an interactive component. Another topic he is interested in exploring is the importance of internal communications.

Programs Director—Lindsey Brennan

Brennan said she would like to reach out to under-represented industries and have more diversity. She would like to bring in non-traditional presentations.

Action Items:

Vote on New Member Applications— Laura Aguiar. Application was approved. (Holmes, Jesse)

Agenda Items Membership Meeting— None

Announcements/Comments— None

Meeting Adjourned—8:45 a.m.

The next board meeting will be Oct. 13, 2010 at the Gainesville Chamber of Commerce.

Respectfully submitted,
Kathy Richardson, APR