

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Tuesday, April 10, 2012
Exactech**

Members Present— Morgan Lee (presiding); Laura Aguiar, APR; Amelia Bell, APR; Devon Chestnut; Kevin Coulson; Kelly Donovan; Allison Downey; Amy Douglas, APR; Julie Frey, APR, CPRC; Grace Flowers; Erin Morton, APR; Shelby Powell;

Members Absent— Steve Shepherd; Katie Weitekamp, APR;

Call to Order—7:56 a.m.

Distribution of New Member Application(s)— No new member applications.

President's Report—Morgan Lee

Lee asks that members discuss communications planning surrounding events during their reports.

Members reviewed the minutes from the March Board Meeting. Lee asked that members note any outstanding action items. A motion to approve the minutes as presented was made by Aguiar, seconded by Chestnut and approved by a vote of the Board.

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Professional Development Symposium—Amelia Bell, APR

Bell reported the promo schedule is in place.

The committee is confirming the final speaker; they will contact Chestnut if an additional speak is needed. The committee is waiting for the full speaker lineup before inviting other associations in Gainesville, Jacksonville and through UF, including College of Journalism alumni. Invitations will be sent on Friday, April 13, whether the speaker lineup has been finalized or not.

Image Awards—Shelby Powell

Powell reported that judging is complete and winners have been notified. A case study from one of the winners will be presented at the luncheon.

Lee asked that members who know any Past Presidents make personal invitations to them to attend the luncheon.

Educational Services—Steve Shepherd

Lee reported for Shepherd. There are still three tables available; please consider forming a team.

Electronic Media—Amy Douglas, APR

Douglas reported on an issue with the slider on the home page of the website.

Douglas is working on a SurveyMonkey issue relating to the media breakfast.

Communications—Grace Flowers

Flowers reported on working through a couple of issues on Facebook surrounding changes to the new timeline format.

Flowers distributed a social media calendar for members to review.

Flowers reported that she will be forming a social media task force to work on issues and post live from events.

Past President/ Historian—Katie Weitekamp, APR

Lee reported for Weitekamp. Planning for the Past Presidents luncheon continues.

Member Services —Julie Frey, APR, CPRC

Frey reported that the board recruitment challenge ends on May 1, 2012. Frey sent an email to members with current standings. The winner receives free admission to PDS.

Programs Director—Laura Aguiar, APR

Aguiar reported on upcoming speakers. Brian Cox, from United Way Worldwide's social media team in May (this is a combined luncheon with AdFed); Silver Airways in June; and Steve Moore from RTI Biologics in July.

Community Relations—Allison Downey

Work with the ARC is nearly complete; still seeking volunteers for the golf tournament on April 27.

Members were asked to volunteer for the joint service project with PRSSA scheduled for April 14, 2012.

Downey reported that the media breakfast is scheduled for 7:30 a.m. on June 28, 2012 at the GRU Eastside Operations Center on N Main Street. The panel includes: WCJB, Gainesville Sun, Tower Publications, Cox Communications, HOME Magazine and GTN.

Accreditation—Erin Morton, APR

Morton reported three candidates are completing their Readiness Reviews. Others will join the group in preparation for the written exam; the group is coordinating on study dates.

A timeline has been established for CPRC candidates.

President-Elect—Devon Chestnut

Nothing to report.

Vendor Relations—Kelly Donovan

Donovan reported that the final sponsorship payment has been received and thanked members for using sponsor logos where appropriate.

Treasurer's Report—Kelly Donovan

Donovan presented the March cover sheet reporting our beginning balance of \$5,819.60 and after debits and credits an ending balance of \$8,895.65. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$12,678.42.

Members were asked to review their budgets.

A motion to approve the Treasure's Report was made by Frey, seconded by Chestnut and approved by a vote of the membership.

Action Items:

Lee asked that members who know any Past Presidents make personal invitations to them to attend the luncheon.

Members were asked to volunteer for the joint service project with PRSSA scheduled for April 14, 2012.

Vote on New Member Applications— None.

Agenda Items Membership Meeting— None

Announcements/Comments—PDS, Media Breakfast.

Lee asked members to be mindful of press releases as art of event promotion.

Discussion continued over board nominations. It was clarified that a slate needs to be presented in June.

Meeting Adjourned—8:20 a.m.

The next board meeting will be May 8, 2012 at Exactech.

Respectfully submitted,
Kevin Coulson