

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Tuesday, December 13, 2011
Exactech**

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

Members Absent—none

Call to Order—7:45 a.m.

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

President's Report—Morgan Lee

Lee will provide.

Treasurer's Report—Kelly Donovan

Donovan presented the cover sheet reporting our beginning balance of \$4,849.53 and after debits and credits an ending balance of \$5,538.95. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$9,123.73. Members reviewed the budget. Bell discussed shifting money in the PDS expense categories. The issue will be revisited closer to the event.

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

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Accreditation—Erin Morton, APR

Morton reported that study sessions are underway for a group of three potential candidates. The group is planning to complete the Readiness Review at the end of February. Potential CPRC candidates have been contacted.

A press release regarding Pamela Rittenhouse's accreditation has been distributed.

Bell suggested that Morton contact the state office to determine the deadline for accreditation to be recognized at the annual conference.

Electronic Media—Amy Douglas, APR

Douglas reported that website issues have been corrected.

Douglas reported being contacted by a member regarding a chapter timeline that used to be on the website. Discussion continued over locating and updating the most recent timeline document, sharing it with the general membership and archiving historical documents through a file sharing service such as Dropbox.

Member Services —Julie Frey, APR, CPRC

Frey reminded members that the State's Treasure Yourself & a Friend membership drive is going on through the end of December.

Member milestones will be revisited at the January luncheon to celebrate some of members who were unable to attend the holiday party. Frey plans to conduct interviews with the members who have been in FPRA for over 20 years to feature in the e-newsletter.

Frey reported that we will be switching to reusable nametag sleeves, similar to those used by Ad Fed, and discontinuing use of the produced nametags.

Vendor Relations—Kelly Donovan

Donovan reported that GRU and ExpoSource have both become chapter sponsors. **Donovan requested that members follow up with potential sponsors in efforts to have sponsorships in place by January 1.**

Image Awards—Shelby Powell

Powell reported the cover design for the Image Award Call for Entries is complete and that it keeps in line with the travel/postcard theme. Shepherd suggested contacting Trish Mader at Renaissance Printing to for in-kind printing sponsorship. Powell noted that the Image Awards luncheon is in April and the deadline for entries is March 9, 2012. The Southwest Florida Chapter will be our judging partner.

Past President/ Historian—Katie Weitekamp, APR

Weitekamp thanked members for submitting Rising Star, Member of the Year, and Professional of the Year nominations.

Weitekamp reported that the next First Tuesday set for February 7, 2012 at the Bob Graham Center; still working on some logistics.

Programs Director—Laura Aguiar, APR

Aguiar distributed a luncheon program schedule for January through April. The contract with Sweetwater Branch Inn is executed, however, we still need to find an alternate location for the October luncheon.

Community Relations—Allison Downey

Downey reported on working with ARC of Alachua County on efforts to promote their charity golf event scheduled for April 27, 2012.

A combined service project with PRSSA has been scheduled for Saturday, January 21 at the St. Francis House. Volunteers will help to clean and restore a playground and garden area. **Please contact Downey if you can volunteer.**

Educational Services—Steve Shepherd

The Quiz for a Cause II Committee had its first meeting and decided to hold the event on a Monday evening in March or April. The next meeting will be at 5:30 p.m. on January 5, 2012 at Gators Dockside.

Shepherd reminded Lee to gather information about mentorship programs from the state office.

Shepherd discussed succession planning for his position. Members agreed that it is a good practice to identify and cultivate replacements.

President-Elect—Devon Chestnut

Chestnut reported our chapter is second in the state for renewals.

Professional Development Symposium—Amelia Bell, APR

Bell reported that the first speaker, from SalterMitchell, has been confirmed. The committee is planning to have four speakers and one workshop. Bell reported that the facility does not have catering restrictions and asked for referrals. Powell suggested Ralph McKnight, who is used by RTI.

Communications—Grace Flowers

Flowers reported that engagement and interaction on social media channels has been on an increasing and positive trend.

Action Items:

Donovan requested that members follow up with potential sponsors in efforts to have sponsorships in place by January 1.

Please contact Downey if you can volunteer at the St. Francis House on Saturday, January 21.

Vote on New Member Applications— None.

Agenda Items Membership Meeting— None

Announcements/Comments— None

Meeting Adjourned—8:35 a.m.

The next board meeting will be January 10, 2012 at Exactech.

Respectfully submitted,
Kevin Coulson