

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Tuesday, February 14, 2012
Exactech**

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

Members Absent—Steve Shepherd;

Call to Order—7:50 a.m.

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

President's Report—Morgan Lee

Lee will email bullet points from the Board retreat. Our chapter was recognized at the State Board Meeting for holding a mid-year retreat and for meeting our membership goal.

Chestnut and Frey reported on items from the State Board Meeting. Chapter Challenge Contest Rules were distributed and discussed. One area to accumulate a large amount of points will be with Chapter member registrations for conference by June 22, 2012.

Our chapter has been asked to help support the chapter in Jacksonville. There is much competition there from the PRSA chapter.

FPRA is a 501(c)6, therefore tax deductible donations cannot be made to the chapter. Donations may be accepted for the FPRE Foundation. It was clarified that chapter sponsorships are not considered donations as sponsors receive benefits of equal or greater value than the dollar amount paid. An FPRE Foundation Every Member Campaign information sheet was distributed. The goal is to have each member give at some level.

Members are encouraged to submit nominations for state awards, which now includes a Rising Star category.

Members reviewed the minutes from the January Board Meeting. Frey noted an edit under the Vote on New Member Applications section, to indicate that we did have an application that was voted on and approved. A motion to approve the minutes with corrections was made by Aguiar, seconded by Frey and approved by a vote of the Board.

Treasurer's Report—Kelly Donovan

Donovan presented the January cover sheet reporting our beginning balance of \$5134.95 and after debits and credits an ending balance of \$6075.48. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$9972.56.

Donovan reported moving a line item for name tags to the appropriate section. Members were asked to review their budgets.

Donovan reported that RBC Bank has been bought by PNB Bank and that she will notify the board of any complications with the transition.

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

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Communications—Grace Flowers

Flowers reported that 13 new people have Liked us on Facebook since January 1, 2012. Flowers will be posing state conference information next week and looking at ways to increase Likes and engagement over the next six months.

Member Services —Julie Frey, APR, CPRC

Frey distributed the chapter membership/engagement list and the chapter challenge update. Members were asked to review these reports.

Image Awards—Shelby Powell

Powell reported that the final edits for the Call for Entries have been made and he should have an electronic copy available for distribution by tomorrow and is working with Renaissance Printing on hard copies.

Powell is planning an Image Award workshop, tentatively two weeks before the due date.

Programs Director—Laura Aguiar, APR

Aguiar distributed a luncheon schedule. Steve Moore, RTI Biologics, initially planned for March will be moved to July. Sheriff Darnell will be the speaker in March regarding crisis communication. Members discussed Halifax Media Group/Gainesville Sun as an idea for a luncheon or First Tuesday speaker.

Aguiar reported that Sweetwater Branch Inn is available for an evening event in October on the same date as our regularly scheduled luncheon; details of the event are still pending. Members suggested a tailgate theme.

Professional Development Symposium—Amelia Bell, APR

Bell reported that Karen Smittle, APR, CPRC is helping to line up speakers that the committee is waiting on confirmation from. Weitekamp suggested contacting the Orlando chapter president for potential agency speakers.

Community Relations—Allison Downey

Downey reported that her committee is currently working with the ARC of Alachua County on several aspects of their upcoming charity golf event, including: promotion, save the dates and media coverage.

Downey reported that she is seeking a new venue for the media breakfast in July. Weitekamp suggested one of GRU's locations either downtown or at the Eastside Operations Center. Members suggested potential panelists for the event.

Downey is working with PRSSA for a follow up joint service project.

Accreditation—Erin Morton, APR

Morton reported that study sessions are continuing for a group of three potential candidates as they complete the Readiness Review Questionnaires.

Christine Velasquez is our chapter's newest APR, news releases have been sent.

Morton reported difficulties getting potential CPRC candidates to RSVP for an info session scheduled for tomorrow morning. Members discussed options to encourage potential candidates including personal invitations/contact and opening the process to those outside of our chapter. Frey discussed CPRC value, members suggested gathering written testimonials.

Educational Services—Steve Shepherd

Lee reported on behalf of Shepherd. Save the date for the Quiz for a Cause II on the evening of April 17 at Plantation Hall.

Electronic Media—Amy Douglas, APR

Douglas reported on website analytics and noted that our jobs pages has the highest traffic.

Past President/ Historian—Katie Weitekamp, APR

Weitekamp reported that she is now looking for a new day to hold the First Tuesday at the Bob Graham Center; holding the event in the morning did not work.

Past Presidents luncheon is scheduled for April, along with the Image Awards. Members discussed communications about the luncheon to past presidents. Lee suggested sending a save the date announcement. Members discussed creating a chapter timeline to be shared at the luncheon and asking past presidents to submit photos from their presidency.

President-Elect—Devon Chestnut

Reported under President's Report.

Vendor Relations—Kelly Donovan

Donovan reported that she will be sending thank you notes to sponsors and passes to events and focusing on ensuring sponsor benefits are met. Donovan reminded that all collateral materials should feature sponsor logos.

Action Items:

Members are to review their budgets.

Members are to review the chapter membership/engagement list and the chapter challenge update.

Vote on New Member Applications— None.

Agenda Items Membership Meeting— None

Announcements/Comments— Christine Velasquez will receive her APR pin. Bell will discuss PDS, and Quiz for the Cause II will be announced.

Meeting Adjourned—8:45 a.m.

The next board meeting will be March 13, 2012 at Exactech.

Respectfully submitted,
Kevin Coulson