

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Tuesday, January 10, 2011
Exactech**

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

Members Absent— Devon Chestnut; Amy Douglas; Steve Shepherd;

Call to Order—7:52 a.m.

Distribution of New Member Application(s)— Frey distributed new member application.

President's Report—Morgan Lee

Lee reported that she is planning a mid-year Board retreat; **members were asked to respond to the Doodle poll if they had not done so already.**

Lee is preparing for the State Board Meeting scheduled for early February.

Members reviewed the minutes from the December Board Meeting. A motion to approve the minutes as presented was made by Aguiar, seconded by Frey and approved by a vote of the Board.

Treasurer's Report—Kelly Donovan

Donovan reported a revision to the November over sheet, noting the ending balance should have been \$4,362.63. A replacement copy of the November cover sheet was provided to Coulson for the minutes. Donovan presented the December cover sheet reporting our beginning balance of \$4363.63 and after debits and credits an ending balance of \$5134.95. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$8752.33. Members reviewed the budget.

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

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Community Relations—Allison Downey

The combined service project with PRSSA is scheduled for Saturday, January 21 at the St. Francis House. PRSSA representatives are reviewing the site and project scope this morning. Volunteers will help to clean and landscape a playground and front walk area. **Please contact Downey if you can volunteer.**

Downey reported on working with ARC of Alachua County on efforts to promote their charity golf event scheduled for April 27, 2012. Acquiring sponsorship and media coverage are the current goals.

Downey has begun preliminary planning for the media breakfast tentatively scheduled for July to be held at the Florida Museum of Natural History.

Educational Services—Steve Shepherd

Lee reported on behalf of Shepherd. The next Quiz for a Cause II Committee meeting is scheduled for 5:30 p.m. on January 12, 2012 at Gators Dockside. Andy Fletcher has agreed to moderate again this year. The event is tentatively set for a Monday evening in March or April; the committee is waiting for available dates on his schedule before they move forward with setting a date and location.

Shepherd and Lee are working on developing a mentorship program.

Electronic Media—Amy Douglas, APR

Donovan reported on behalf of Douglas. Donovan will be sending out the email newsletter this week in Douglass' absence. Please submit any announcements to Donovan by Friday.

Member Services —Julie Frey, APR, CPRC

Frey reported that she will be ordering the reusable nametag sleeves this week after she is done exploring magnetic options. Frey distributed samples of nametag layout. Members discussed the options and agreed on using larger font and on adding accreditations and credentials on a second line. Discussion continued over the use of ribbons for special indications such as Past Presidents and Board Member.

The State's Treasure Yourself & a Friend membership drive ended in December, the Chapter membership competition is still underway. A report will be brought to the February Board meeting.

Accreditation—Erin Morton, APR

Morton reported that study sessions are continuing for a group of three potential candidates. The group is planning to complete their Readiness Reviews in the next month and half. Additional APR candidates will be joining the group after the Readiness Reviews.

Morton will be setting a date for a CPRC candidate info session.

Vendor Relations—Kelly Donovan

Donovan reported that GRU, and ExpoSource are both chapter sponsors. **The availability of full sponsor benefits will end this week, Donovan requested that members follow up with potential sponsors. The budget will need to be revised based on final sponsorship levels.**

Image Awards—Shelby Powell

Powell reported that he is still seeking a print sponsor for the Call for Entries.

Powell reported that he is tentatively planning an Image Award workshop and needs a venue. Lee offered use of Exactech. Members discussed the workshop format and suggested a webinar similar to last year's which featured an All Florida Golden Image Award winner from the State awards.

Past President/ Historian—Katie Weitekamp, APR

Weitekamp reported that First Tuesday scheduled for February 7, 2012 at the Bob Graham Center; still finalizing logistics. The event will likely be switched to a breakfast to reduce parking and catering issues.

Past Presidents luncheon is scheduled for April, along with the Image Awards. Members discussed the combination and determined the format worked well, noting the Grand Image winner should present a case study.

The incoming State President will be in attendance to speak at the August luncheon, as well as, to install our new Chapter Board.

Programs Director—Laura Aguiar, APR

Aguiar reported on the schedule for the next three luncheons: Steve Johnson, Steve Johnson Media, on Flip Cam 101 in January, Maureen Tartaglione, Cox Communications, on working with political candidates in February, and Steve Moore, RTI Biologics, on interpersonal communication in March.

Still working on an alternate location for the October luncheon. Lee suggested working with Chestnut. Discussion continued over options including holding a joint meeting with AdFed, holding an evening meeting or a student/professional mixer.

President-Elect—Devon Chestnut

No report.

Professional Development Symposium—Amelia Bell, APR

SalterMitchell is confirmed as a speaker for the symposium on the topic of their own rebranding campaign. Considerations are being given to having them be the final speaker then conducting a workshop. The committee meets again this Thursday. AFP (Association of Fundraising Professionals) has approached Bell about a potential speaker for PDS on the topic of storytelling through social media.

Communications—Grace Flowers

Flowers asked for feedback over the frequency of social media posts. Members agreed the frequency is at the right level.

Action Items:

Lee requested that Members respond to the Doodle poll for retreat scheduling.

Donovan requested that members follow up with potential sponsors by the end of the week, January 13.

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

Vote on New Member Applications— A motion to approve the new member applications was approved by a vote of the membership.

Agenda Items Membership Meeting— None

Announcements/Comments— Chestnut will preside at the January luncheon. New nametags should be available. Announcements will include membership milestones, First Tuesday, sponsorships and Image Awards. Members are asked to email Flowers any announcements they wish to make at the luncheon.

Meeting Adjourned—8:35 a.m.

The next board meeting will be February 14, 2012 at Exactech.

Respectfully submitted,
Kevin Coulson