

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Tuesday, March 13, 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; Erin Morton, APR; Shelby Powell; Steve Shepherd; Katie Weitekamp, APR;

Members Absent— Grace Flowers;

Call to Order—7:53 a.m.

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

President's Report—Morgan Lee

Lee reminded members of the Chapter Challenge Contest distributed at the February board meeting. Chapter member registrations for state conference by June 22, 2012 and participation in the Every Member FPPE Foundation campaign are easy ways to earn points

State Scholarship Information on the agenda should be State Awards. Lee distributed the John Dillon Awards Policy. The Dillon and Fleischman Awards are due on April 6, 2012. **Members were asked to consider making a nomination from our chapter.**

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

Treasurer's Report—Kelly Donovan

Donovan presented the February cover sheet reporting our beginning balance of \$6075.48 and after debits and credits an ending balance of \$5819.60. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$9376.09.

Donovan noted that a sizable membership rebate and chapter sponsorship, are still outstanding and not reported on the cover sheet.

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

Members were asked to review their budgets; Bell requested that \$80.00 be moved from facilities to printing costs under the PDS budget.

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Professional Development Symposium—Amelia Bell, APR

Bell reported that 4 of the 5 speakers for PDS have been confirmed, including: Representatives from Salter-Mitchell, Ideas Orlando, and Spanx. Members suggested contacting the Counselors Network for additional speaker suggestions.

Bell reported that will be mailing invitations to members from the both the Gainesville and Jacksonville chapters, and sending stacks for invitations to surrounding chapters to distribute at their functions. Bell and Flowers will coordinate on promotion through social media.

Discussion continued over pricing for PDS. Members agreed on \$75 for members and \$85 for non-members.

Image Awards—Shelby Powell

Powell reported that we received 10 entries. Judging is anticipated to be complete by March 22, 2012. A case study from the overall winner will be planned for the luncheon.

Powell and Weitekamp will coordinate on the Past Presidents portion of the luncheon.

Educational Services—Steve Shepherd

Quiz for Cause II will be held on Tuesday April 17, 2012 at Plantation Hall in Haile. Andy Fletcher will host and the questions have been donated. The price will be \$150/table of eight, no single entries. More information is on the website. **Shepherd requests that members consider forming teams and work on promoting the event.**

Electronic Media—Amy Douglas, APR

Douglas confirmed that Quiz for a Cause II information has been posted on the website. The jobs page continues to receive the highest traffic on our website.

Communications—Grace Flowers

Lee reported for Flowers. Please provide feedback on social media posts with regard to topic, quality, and frequency. Frey reported on the plan for social media promotion of PDS.

Members discussed posts relating to chapter events. It was agreed that Facebook Events are not necessary, but links to the website and to event registration would be a benefit. Additionally, information distributed through the email newsletter can be used for social media posting.

Past President/ Historian—Katie Weitekamp, APR

Weitekamp encouraged members to work on identifying replacements for their positions and will discuss self-nominations at the luncheon.

GRU has agreed to host the media breakfast.

Weitekamp is reported that she is still working on a First Tuesday event at the Graham Center. Logistic issues continue to be a problem. 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. It was suggested to survey attendees to see if after work is a viable option.

Weitekamp reported that invitations to the Past Presidents/Image Awards luncheon have been sent to all past presidents.

Programs Director—Laura Aguiar, APR

Aguiar reported on upcoming speakers. She is working to secure a representative from United Way Worldwide's social media team in May; the VP of Marketing from Silver Airways in June; and Steve Moore from RTI Biologics in July.

Community Relations—Allison Downey

Downey reported that the media breakfast is scheduled for June 28, 2012 from 7:30-9 a.m. at the GRU Eastside Operations Center on N Main Street. Downey is working with Pamela Rittenhouse to develop a panel, including: WCJB, WUFT, Gainesville Sun, Tower Publications, Cox Communications and others. Members discussed the cost for the event and agreed that nonprofits should receive the member rate.

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

The committee is still working on promotions for the ARC golf tournament on April 27. Members discussed creating a case study from this project that can be shared with the general membership.

Accreditation—Erin Morton, APR

Morton reported three candidates are preparing for their Readiness Reviews. There are others who will join the group in preparation for the written exam.

A CPRC conference call is scheduled for this week.

President-Elect—Devon Chestnut

Chestnut reported that we received our membership rebates, which have been given to Donovan for deposit. We are currently five members away from our membership goal. Members are asked to continue recruiting.

Member Services —Julie Frey, APR, CPRC

Frey reported that we are currently at 84 professional and seven student members. The board recruitment challenge ends on May 1, 2012.

Vendor Relations—Kelly Donovan

Donovan thanked members for using sponsor logos on all printed materials. One sponsorship check is still outstanding. Thank you letters and event passes have been sent to all sponsors. Donovan will send sponsors email reminders about upcoming events. Donovan will coordinate with Bell about PDS sponsor benefits.

Action Items:

Members were asked to consider making a nomination from our chapter.

Shepherd requests that members consider forming teams and work on promoting the event.

Members are 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— Information about PDS, Image Awards, joint service project, and Quiz for the Cause II will be announced at the luncheon. Downey will provide handouts for the media breakfast.

Meeting Adjourned—8:47 a.m.

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

Respectfully submitted,
Kevin Coulson