

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Tuesday, May 8, 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;

Members Absent— Erin Morton, APR; Shelby Powell; 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 reported that the Gainesville Chapter was recognized at the state board meeting for being within 5 members of our new member goal; overall, membership is down across the state. Additionally, our chapter had the second highest response rate for the state benchmarking survey.

Lee is working on the Chapter Management Report and may be contacting the board for assistance. Additional assistance may be sought in the formation of a Nominating Committee.

Lee noted that this meeting marks the 4th meeting that Shepherd has missed. According to our bylaws members are only allowed 3 absences. Members discussed Shepherds contributions to the chapter and changes to his employment. A motion to excuse this absence was made by Aguiar, seconded by Lee and approved by a vote of the membership.

Members reviewed the minutes from the April Board Meeting. Weitekamp noted a correction on page 3 under Announcements/Comments, "art" should be "part". A motion to approve the minutes with the correction as discussed was made by Frey, seconded by Weitekamp and approved by a vote of the membership.

Treasurer's Report—Kelly Donovan

Donovan presented the March cover sheet reporting our beginning balance of \$8,895.65 and after debits and credits an ending balance of \$9,250.75. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$15,882.85. Downey noted the amount owed to Ginny Lawrimore should be \$41.79, not \$80. Weitekamp requested review of the multiple line items under the Past President's budget for explanation of how expenses are applied. Donovan indicated that expenses will be split out into their appropriate categories; members agreed that lines could be consolidated in the future.

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

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Professional Development Symposium—Amelia Bell, APR

Bell reported that approximately 65 people are registered for PDS. Box lunches will be provided rather than a catered meal for logistic reasons. The committee will meet this evening to finalize scripts and speaker gifts.

Member Services —Julie Frey, APR, CPRC

Frey reported that the board recruitment challenge has ended with four board members recruiting new members. Douglas won the grand prize of free admission to PDS.

Our chapter membership is currently at 84 with a goal of 90. This does not include the membership that was approved via email. **Board members are asked to continue recruitment in efforts to add 5 new members by August.**

Community Relations—Allison Downey

The ARC golf tournament was a success with the maximum number of players and a \$15,000 increase to sponsorships. Downey will work with Flowers to develop a press release about FPRA's pro bono work.

Downey reported a low turn-out of FPRA members for the service project at St. Francis House on April 12. Members discussed changes that may help attendance including separating service projects to fall and spring.

The media breakfast is scheduled for 7:30 a.m. on June 28, 2012 at the GRU Eastside Operations Center on N Main Street. Downey will work with Flowers on promotion via social media.

Educational Services—Steve Shepherd

Lee reported for Shepherd. Quiz for a Cause II was a success with approximately \$700 net proceeds. Members discussed how to apply the funds for student use at conference. Members agreed that the funds could be used for 2 student registrations, 2 registrations for the President's Luncheon and a hotel room.

Discussion continued over suggestions for the next Quiz for a Cause, including pricing tables at a cost easily divisible by 8 and allowing individuals to register. Lee will pass information on to Shepherd.

Electronic Media—Amy Douglas, APR

Douglas reported 369 hits to the PDS page in the past month, surpassing visits to the jobs page.

Communications—Grace Flowers

Flowers will be distributing a press release about PDS today. She will be posting on social media from PDS and encourages other members to do so as well.

Flowers will be distributing an updated social media calendar for members to review.

Members are encouraged to add joining FPRA as a 'Life Event' to their Facebook Timeline.

Past President/ Historian—Katie Weitekamp, APR

Weitekamp reported that approaching Douglas Ray, the new editor at the Gainesville Sun/Ocala Star Banner, to host a First Tuesday at the Sun.

Weitekamp will send the board nominating form to Douglas to post on the website and will work with Chestnut to arrange a nominating social. The timeframe for board appointments is as follows: nomination forms will be collected in May, Lee will appoint a nominating committee, with Weitekamp as chair, at the June membership meeting, a slate will be presented and voted on at the July membership meeting and the new board will be appointed in August.

Programs Director—Laura Aguiar, APR

Aguiar reported that the May luncheon is a joint meeting with AdFed featuring Brian Cox, from United Way Worldwide's social media team. Aguiar clarified that promotion of and invitation to chapter luncheons may be made widely and beyond our general membership.

President-Elect—Devon Chestnut

No report.

Vendor Relations—Kelly Donovan

Donovan asked for confirmation that sponsor logos are included in the PDS program. Bell confirmed and reported on working with sponsors for speaker introductions and on tabling at the event. Discussion continued over logistics for the event in relation to sponsors and their attendance.

Image Awards—Shelby Powell

Lee reported for Powell. Members are encouraged to enter the Golden Image Awards. Members discussed

having past grand all winners from the local image awards program as potential speakers at luncheons, in a case study format.

Accreditation—Erin Morton, APR

Lee reported for Morton. There are several APR candidates at different points in the accreditation process. Lee will coordinate with Bell to continue the accreditation process as Morton enters maternity leave.

Action Items:

Board members are asked to continue recruitment in efforts to add 5 new members by August.

Vote on New Member Applications— None.

Agenda Items Membership Meeting— None

Announcements/Comments—Announcements at the membership luncheon will include a call for nominating committee volunteers, Media Breakfast and announcement about May's luncheon.

Meeting Adjourned—8:49 a.m.

The next board meeting will be June 12, 2012 at Exactech.

Respectfully submitted,
Kevin Coulson