

**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Tuesday, November 8, 2011  
Exactech**

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

**Members Absent**—Grace Flowers

**Call to Order**—7:50 a.m.

**Distribution of New Member Application(s)**—Frey distributed three new member applications.

**President's Report—Morgan Lee**

Lee will distribute the Paperless Post invitations for the Holiday Party to be held on Tuesday, December 6, 2011 at 6:30pm at the Thomas Center.

Lee reported the following information from the recent state board meeting: FPRA Annual Conference is scheduled for August 5-8, 2012 in St. Augustine, FL. A student to professional membership category has been added for new graduates at \$85.

Lee reported that she and Chestnut spoke with Nickie Doria and Lindsey Robertson regarding the speaker at the October luncheon. They understood that the comments made did not reflect the opinions of the board or general membership.

Shepherd reported that he has completed the welcome letter for new student members

A motion to approve the minutes was made by Weitekamp, seconded by Chestnut and approved by a vote of the membership.

**Treasurer's Report—Kelly Donovan**

Donovan presented the cover sheet reporting our beginning balance of \$4,808.70 and after debits and credits an ending balance of \$5,137.03. Donovan noted we expect sponsorships to bring up the balance. Combined with outstanding income and expenses, CD and cash on hand the grand total came to \$8,833.31.

A motion to approve the Treasurer'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—**

**Electronic Media—Amy Douglas, APR**

Douglas reported that she is still working with PROiNK to correct an issue with posting events to the website.

Douglas requested feedback about adding a "What's new in PR" section to the email newsletter. All were in agreement with adding this section and discussion continued over content generation.

**President-Elect—Devon Chestnut**

Chestnut reported our chapter is second in the state for renewals. Chestnut discussed the Treasure Yourself &

and Friend membership drive; when members renew and recruit a new member both are entered into a contest for one of three prizes.

#### **Member Services —Julie Frey, APR, CPRC**

Frey reported that Donovan received the James Terhune Membership Scholarship and Melissa Tyrone received the Chapter Membership Grant, pending her membership application approval. There were seven total applicants for both awards.

Frey reported that new members will begin to be listed in the email newsletter. Committee chairs seeking addition committee members can target these new association members.

Frey requested that members review the membership/volunteer list for accuracy.

Aguiar volunteered to greet at the November luncheon.

Frey reported that we will be extending the board membership challenge until April. The Board Member who recruits the most new members will receive complimentary admission to PDS; second place will receive half-off admission.

#### **Vendor Relations—Kelly Donovan**

Donovan requested that members start or continue to seek sponsorships. Sponsorships range from \$250 to \$1,500. Contact Donovan to discuss sponsorship opportunities and prospects.

#### **Image Awards—Shelby Powell**

Powell reported that he is working to secure a judging chapter and has identified a designer for the print materials. The first committee meeting is scheduled for today. Powell reported continued difficulties working with State; Lee suggests moving forward with planning.

#### **Past President/ Historian—Katie Weitekamp, APR**

Weitekamp reminded the board about the speaking engagement scheduled for this evening at the College of Journalism.

Weitekamp reported on First Tuesday plans. The First Tuesday that had been scheduled for November has been postponed. Weitekamp is continuing to work with the Innovation Hub to schedule an event. Weitekamp has confirmed with Shelby Taylor that the Bob Graham Center will host the First Tuesday on February 7, 2012 regarding the Civil Debate Wall. Weitekamp is exploring several options to address parking restrictions. Members suggested carpooling, bussing guests in, hosting lunch at an offsite location, or meeting at a central location on campus, such as the Reitz Union, Florida Museum of Natural History, or College of Journalism.

Weitekamp reported that nomination forms for the Professional of the Year, Member of the Year, and Rising Star awards will be available online and distributed in the next email newsletter, along with a list of recent winners. Weitekamp clarified that the Professional of the Year does not have to be a member.

#### **Programs Director—Laura Aguiar, APR**

Aguiar reported the November luncheon is a joint meeting with Ad Fed with Chipp Walters scheduled to speak. Preparations for next year's programs are underway.

#### **Accreditation—Erin Morton, APR**

Morton reported that there are five members interested in accreditation. Study sessions will be scheduled for Tuesdays during lunch. Morton has also identified a couple potential members as CPRC candidates.

Pamela Rittenhouse has become accredited and will be pinned at the November luncheon.

#### **Community Relations—Allison Downey**

Downey received seven applications for pro bono public relations work. The committee met and selected the ARC of Alachua County. In addition to general public relations needs, the committee will be working to assist with a charity golf event hosted by ARC.

**Educational Services—Steve Shepherd**

Shepherd reported that he will be recruiting volunteers to help with resume reviews and networking at a PRSSA skills seminar in the spring.

PRSSA is working to identify a half-day service project for FPRA to partner on.

Shepherd discussed the need to establish a mentorship program. Lee will help identify existing programs to model one after.

Shepherd noted that he will be working to schedule Quiz for a Cause on a Monday in early April 2012.

**Professional Development Symposium—Amelia Bell, APR**

Bell reported that save the date information for PDS on May 11, 2012 will be in the upcoming email newsletter. The committee is working to identify speakers and will be contacting them in the coming week.

**Communications—Grace Flowers**

Lee reported on behalf of Flowers. **Flowers requests that members submit announcements distribution through social media channels.**

**Action Items:**

**Donovan requested that members start or continue to seek sponsorships.**

**Submit nominations for Professional of the Year, Member of the Year, and Rising Star awards.**

**Flowers requests that members submit announcements distribution through social media channels.**

**Vote on New Member Applications—** A motion to approve the new member applications was made by Frey, seconded by Aguiar and approved by a vote of the membership.

**Agenda Items Membership Meeting—** None

**Announcements/Comments—** November luncheon announcements will include membership renewals, PDS, sponsorships and awards. Members responsible will send announcements to Lee.

Weitekamp noted that members featured in member milestones for the Holiday Party need to be personally invited.

**Meeting Adjourned—**8:39 a.m.

The next board meeting will be December 13, 2011 at Exactech.

Respectfully submitted,  
Kevin Coulson