

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, January 8, 2014
Cox Communications**

Members present – Florida Bridgewater-Alford, APR; Devon Chestnut, APR; Maria Copeland; Kevin Coulson; Amy Douglas, APR; Allison Downey; Julie Frey, APR, CPRC; Ginny Lawrimore; Anna Mikell; Scott Schroeder; Crystal Sutherland

Members absent – Amelia Bell, APR; Kathy Richardson, APR

Call to order – 7:49 a.m.

New member applications –

S. Yvette Carter, Gainesville Regional Utilities
Samantha Jones, Exactech

Approval of minutes – Motion to approve, Chestnut. Second, Douglas. Motion carried. September, October and November minutes were revised to include “motion carried.” Motion to approve changes to previous months’ minutes, Coulson. Second, Chestnut. Motion carried.

President’s report – Julie Frey, APR, CPRC

Holiday party was very successful. FPRA to make gift to Sully Faenza trust. \$93 collected from membership. Consider naming non-profit grant after Kim Faenza in honor of her contributions to the non-profit community. Motion to approve naming non-profit membership grant after Kim Faenza, Downey. Lawrimore, second. Motion carried. Final name for grant will be approved at a later date; Cox, Marketing Mud, Liquid Creative Studio and Business Report have confirmed their sponsorships again this year. Business Report is providing in-kind sponsorships through two ads in Report. Frey requested that board members continue recruiting sponsors in order to hit our budget; Would like to do board calls to membership as a reminder that January meeting is at Straughn Center instead of Sweetwater. Will also be sending a special newsletter with map to Center to members this week. Speakers from University of Florida will be speaking about digital communications; Will begin invoicing members who RSVP for luncheons but don’t show since FPRA incurs the cost to the caterer. Will include language in newsletter and on Survey Monkey registration link regarding the re-introduction of the invoicing system; First prize for board challenge will be given at February board meeting.

Treasurer’s Report – Amy Douglas, APR

Douglas reported that we are still keeping our costs down; Continuing to meet with Laura Donovan, CPA to review our budget. Donovan will create a list of recommendations to improve budgeting process.

Approval of budget – Motion to approve, Chestnut. Second, Copeland. Motion carried.

Outstanding business – Review of policies from December regarding board meetings. Motion to approve business meetings policy, Bridgewater-Alford. Second, Mikell. Motion carried.

New business – None

Committee reports

Professional Development – Crystal Sutherland

Confirmed majority of speakers and continuing to meet with committee.

Image Awards – Scott Schroeder

Call for entries being distributed at the end of week. Schroeder will announce next Image Awards Prep Party date soon.

Educational Services – Maria Copeland

Quiz for a Cause to take place on February 13. Eight team captains confirmed. Have a goal of 12 tables (10 people/table). One table will be the Unity Public Relations Association and another table will be the UF Public Relations Student Society of America. Still looking for a food sponsor and donations for raffle baskets.

Programs – Florida Bridgewater-Alford, APR

160over90 confirmed as Feb. 20 speaker; Future month's speakers also confirmed; Board confirmed moving past presidents' recognition luncheon to August in conjunction with new board installations.

Electronic Media/Communications - Ginny Lawrimore/Anna Mikell

Hoping to launch new social media campaign 'FPRAProbs' toward the end of January or beginning of February. Anyone in the chapter who would like to participate is welcome to. Board to send ideas for possible tweets, please send them to Mikell or Lawrimore; First story in the Business Report was on Internal Communications. Will continue working with Schroeder to publish a story each month; Will be highlighting PDS in upcoming issues of the eNewsletter starting with a story about what to expect this year. Following stories will spotlight each speaker that will be at PDS this year; Would like to increase the chapter's presence on Twitter this year. If board members see interesting stories or articles that would be worth sharing, forward to Lawrimore; Will continue coverage of the Image Awards Prep Party series, as soon as they start back up for the new year.

Past President – Devon Chestnut, APR

Last year's board and 'of-the-year' award winners were recognized at holiday party. Working on write-up for newsletter and news release announcing winners.

VP, Member Services – Kevin Coulson

Celebrated membership milestones at holiday party; Had two new memberships come in.

Community Relations – Ginny Lawrimore

Committee held a conference call with this year's nonprofit recipient's (ACORN Clinic) director, Candice King, on Dec. 19. Committee's pitch to the nonprofit is to conduct an internal study of the capabilities in the areas of communications and publications; provide recommendations; and offer suggestions leading into its upcoming fundraising needs. The committee is planning a site visit on Jan. 8 and will meet again this month to begin working on the project; The committee discussed at its Dec. 19 meeting how to proceed with a spring event (the Media Breakfast event's equivalent), and the committee would like to move forward under Nickie Doria's direction. First steps include surveying last year's Media Breakfast attendees and asking them to rate a devised list of potential topics and checking with Kari Ward from the Nonprofit Center of North Central Florida on any overlap. The committee is considering a "workshop" format for May 2014 (or June 2014, if May not possible); A student PRSSA/committee member reached out to the Community Relations Committee about a joint volunteer project similar to what was done in years past (i.e. St. Francis House beautification project). The committee told the student that if PRSSA wants to lead a volunteer project, FPRA Gainesville will support their effort by promoting the event/attending. The committee also offered an alternative idea of having the students assist with the ACORN Clinic work. If the students pick the former, the committee would like to reach out to board member Maria Copeland to see if she is able to assist the students in their efforts.

Secretary – Allison Downey

Continuing to track sponsorships. Drafting letter to confirmed sponsors reminding them of what benefits they are receiving through their sponsorship.

Accreditation – Julie Frey, APR, CPRC on behalf of Kathy Richardson, APR

Richardson has been following up with the APR candidates after a series of successful meetings last fall. Hoping to have some candidates sitting for Readiness Reviews this month or early February. Plan to begin study sessions focusing on the computer-based exam in mid-February with the goal being to complete five or six study sessions by early April. Candidates would sit for the exam in April, May or June;

One chapter member sat for the APR exam last month. Awaiting official word that she passed; Three candidates from the chapter working with Tina Banner, state VP of Accreditation, to pursue their CPRC. Banner has been organizing conference calls for those interested in CPRC.

President-elect – Julie Frey, APR, CPRC on behalf of Amelia Bell, APR

Reviewed nominating procedure policy. Revising language to align more with how we operate. Motion to approve changes to policies, Schroeder. Second, Chestnut. Motion carried; Reviewed problem resolution policy. Motion to approve changes, Chestnut. Second, Chestnut. Motion carried; Reviewed James Terhune FPRA membership scholarship policy reviewed. Motion to approve changes, Coulson. Second, Schroeder; Board to review committee descriptions and prep for approval at February board meeting. Send edits to Frey and Bell. (See attached for all policies reviewed)

Vote on new member applications – Motion to approve, Mikell. Second, Sutherland.

Agenda items for membership meeting – New member pinnings, membership milestone awards, Quiz for a Cause announcement, PDS announcement.

Adjourn – 9:05 a.m.

Addendum to January board minutes – On January 15, a motion was entertained via email with the board to approve the new member application of Rachel Rakoczy, Jones Edmunds and Associates, Inc. Motion to approve, Mikell. Second, Bridgewater-Alford. Motion carried.

Nominating Procedure Policy

Date Written: July 2004

Date Approved: September 2004

Most Recent Revision: ~~same~~ [September 2013](#)

~~Last Reviewed: [December 2012](#)~~ [September 2013](#)

Rationale:

The Nominating Committee is charged with the responsibility of presenting a slate of nominees for the elective positions of the board of directors, with the goal of securing nominees who are willing and capable of providing the dynamic leadership necessary. Candidates should be persons who have the greatest competency and necessary attributes to direct the management of the affairs of the FPRA Gainesville Chapter. The committee must be aware of what is required of each elective position and the relationship of those positions to the Chapter.

Procedure:

1. Since the president-elect automatically assumes the role of president, the vice president automatically assumes the role of president-elect, and the president automatically assumes the role of immediate past president, the Nominating Committee is required to fill the offices of all the remaining positions on the board of directors.
2. The Chapter president will appoint a five-member Nominating Committee at least ~~three-four~~ months prior to the next fiscal year of the Chapter (in [May/June](#)). At least one member from the previous year's Nominating Committee shall be appointed. The immediate past president will chair the Nominating Committee.
3. Prior to the [April-May](#) Chapter meeting, the immediate past president will distribute a Board Interest Form to the members of the Chapter to seek nominations and interest in serving on the Chapter board of directors. The immediate past president will collect the forms and convene the Nominating Committee.
4. Members of the Nominating Committee are required to participate actively in all meetings of the committee sharing fully in its discussions and decision making.
5. This committee's discussions must be confidential to protect the reputation and good will of those being considered for office.
6. The Nominating Committee should notify the membership of its proposed slate at the June Chapter meeting. The election of the board of directors should be by a vote of the members in attendance at the July Chapter meeting.
7. The Immediate past president will arrange for a member of the Association Executive Committee to install the newly elected board of directors at the August Chapter meeting.

Responsibility:

The president will appoint a five-member Nominating Committee, to include the immediate past president who will serve as chair and one member of last year's

committee. It is suggested that the president-elect be asked to serve in an ex-officio capacity to give input. The committee will be announced to the membership not less than four months prior to the end of the fiscal year.

No member of the Nominating Committee should have served on the Nominating Committee more than three years consecutively. Also, no member of the Nominating Committee may appear on the slate of officers.

Resources:

None required.

Problem Resolution Policy

Date Written: July 2004

Date Approved: September 2004

Most Recent Revision: same

Last Reviewed: ~~December 2012~~September 2013

Rationale:

This procedure is designed to offer a mechanism for problem solving when committees or individual members do not understand or question actions of the Chapter or the State Organization as a whole. It is intended to offer an orderly process for problem resolution.

Procedure:

1. The member/Chapter officer should first look for resolution to their question or problem in the local Chapter by-laws.
2. A question or problem not resolved at the Chapter by-law level should be communicated to the Chapter board of directors ~~for the Chapter involved~~.
3. A question or problem not resolved by the Chapter board of directors should be communicated to the State liaison officer responsible ~~for the Chapter involved~~.
4. A question or problem not resolved by the State liaison officer should next be directed to the president of the Association.
5. A question or problem not resolved by the Association's president should next be directed to the Executive Committee of the Association to be taken under consideration at its next regularly scheduled meeting. This may be done by contacting the executive director(s) of the Association who will place the matter on the agenda.
6. Failing resolution of the question or problem at the Executive Committee level, it must be presented to the full State board. The decision of the State board is final.

Responsibility:

Follows the chain of command as outlined in the procedure.

Resources:

None required

James Terhune FPRA Membership Scholarship

Date Written: July 2004

Date Approved: September 2004

Most Recent Revision: ~~October 2011~~ January 2014

Last Reviewed: January 2014

Rationale:

Offering membership and professional development is an important goal for the Chapter. In honor of ~~James~~ Terhune's dedication to the Florida Public Relations Association (FPRA) throughout his tenure as a UF professor and FPRA chapter president in 1985, the FPRA Board of Directors, Gainesville Chapter, established the James Terhune FPRA Membership Scholarship.

Procedure:

1. The Vice President of Member Services ~~Director~~ will promote and solicit applications from the membership and community for the ~~Terhune Membership S~~scholarship in September.
2. To apply for the scholarship, the professional must:
 - a. Meet state FPRA guidelines for professional membership (visit www.fpra.org for more information)
 - b. Have graduated from the University of Florida within the last 5 years
 - c. Require financial assistance to cover the FPRA membership fee due to a lack of financial support by his/her organization
3. The membership year for this scholarship runs from November 1 to October 31. The FPRA Membership Scholarship covers:
 - a. ~~\$35 n~~New member processing fee (if applicable)
 - b. Membership dues for one year
4. Any expenses involved in attending luncheons and events are the responsibility of the member.
5. To apply, a candidate must complete the scholarship application.
6. The Vice President of Member Services ~~Director~~ will convene a committee of at least four members to evaluate the applications. After the application deadline, the Vice President of Member Services ~~Director~~ will forward all applications to this committee for evaluation.
7. The Vice President of Member Services ~~Director~~ must notify the recipient and ensure the recipient's application or renewal is turned in to the Association with a check from the Chapter covering the appropriate fees. If the recipient is not a current member, his/her membership application will need to be approved by the Board before he/she can receive the scholarship. If his/her application is not approved, the selection committee will select a recipient from the remaining applicants.

Responsibility:

It is the responsibility of the Vice President of Member Services ~~Director~~ to coordinate the scholarship. It is the responsibility of the appointed judging committee to choose a recipient of the scholarship.

Resources:

None

James Terhune FPRA Membership Scholarship

In honor of ~~James~~ Terhune's dedication to the Florida Public Relations Association (FPRA) throughout his tenure as a UF professor and FPRA chapter president in 1985, the FPRA Board of Directors, Gainesville Chapter, established the James Terhune FPRA Membership Scholarship. This is a one-time scholarship offered to a public relations professional who graduated from the University of Florida within the last 5 years. This scholarship covers the cost of FPRA membership dues for one year and the new member processing fee, if required (~~up to \$205.00~~). If there are no other applicants for the scholarship, it can be awarded to the same person more than once.

Instructions

To apply for the scholarship, the recent graduate must:

- Meet state FPRA guidelines for professional membership (visit www.fpra.org for more information)
- Have graduated from the University of Florida within the last 5 years
- Require financial assistance to cover the FPRA membership fee due to a lack of financial support by his/her organization

The membership scholarship covers:

- ~~\$35~~ new member processing fee (if applicable)
- ~~\$170~~ membership dues for one year

Any expenses involved in attending luncheons and events are the responsibility of the member. The membership year for this scholarship runs from November 1, {year}, to October 31, {year}. To apply, complete the scholarship application, located at: [{survey link}](#).

If you are selected as the recipient, you will need to complete a membership application and your application will need to be approved by the FPRA Gainesville Board of Directors in order to receive the scholarship. If you are already a member, you will need to submit your renewal form.

If you have any questions, please contact:

{name}

Director of Member Services

{phone}

{e-mail}

| **Sample James Terhune FPRA Membership Scholarship Application Questions**

Name:

Year Graduated from UF:

Graduate Student? Yes No

Current Employer:

Briefly describe your current responsibilities:

Do you spend more than 50% of your work time in public relations activities? Yes No

What do you expect to gain from membership in FPRA?

Why should you be selected for this scholarship?

How do you plan to get involved in FPRA?

What was your level of involvement as a student member in FPRA and/or PRSSA, or other PR activities at school or within the community?

Business Meetings of the Chapter Policy

Date Written: July 2004

Date Approved: September 2004

Most Recent Revision: September 2013

Last Approved: December 2013

Rationale:

The Chapter board of directors will hold at least 11 scheduled meetings each year to conduct the business of the Chapter.

The Chapter will hold at least ten scheduled meetings each year to conduct the business and professional development of the Chapter.

Procedure:

1. The board of directors will meet ~~on~~ during the second week Thursday of every month, or at the President's discretion, provided the meeting occurs prior to the general Chapter meetings ~~each month~~.
2. The president will set the agenda for these meetings with consideration to issues and recommendations made by the board.
3. Unless otherwise posted, the board of directors meetings are open to Chapter members.
4. Decisions, issues and announcements of general concern arising from the monthly board of directors meetings should be delivered to the Chapter's membership at the general membership meetings, and via other appropriate communications channels.
5. Minutes of the board of directors meetings are recorded, distributed and filed by the Chapter secretary.
6. The Chapter shall meet on the third Thursday of every month and after the board of directors meetings each month.
7. According to the bylaws of the Chapter, certain items, such as election of officers and changes to bylaws, must be voted on by the general membership.
8. Joint Board Meeting: Each year, the Chapter will nominate a new board of directors through the process outlined in the chapter's bylaws. This new board will be formally installed at the August chapter luncheon and the current year's president will host a joint meeting between the incoming and outgoing boards in August.
9. Retreat: As soon as possible after taking office, the president will organize a retreat for the new board to take place in the month of September. The purpose of the retreat is to develop goals and objectives for the chapter and for each member of the board as well as promote a team mentality. If feasible, the retreat may take place in August to facilitate early planning.

Responsibility:

It is the responsibility of the president to preside over all meetings.

Resources:

The board of directors of the Chapter assists in planning, implementation and follow-up of all meetings.

Budget Policy

Date written: August 2003
Date approved: September 2004
Most Recent Revision: July 2013
Last Approved: December 2013

Rationale:

Development of and maintenance of an annual budget is necessary to provide a business and financial framework for the effective and successful operation of the Chapter.

The budget supports the Chapter's operational needs, financial stability and encourages financial growth in addition to providing support to various professional development opportunities and services for Chapter members.

The budget is the Chapter's financial blueprint and should provide balance between the goals of financial health, professional development of members and support of the PR profession.

Procedure:

The treasurer, president and president-elect are responsible for all financial management duties unless otherwise assigned.

1. Fiscal Year: The Chapter's fiscal year begins September 1.
2. Board liaisons for each committee are responsible for planning their committee budgets before the beginning of the fiscal year and submitting them to the board of directors for approval. The liaison is also responsible for monitoring the actual income and expenditure for his/her committee.
3. Budget: Budgets for each committee should include an itemized list of all foreseeable expenses and income.
 - a. Based on the requests of the committees, the treasurer prepares and distributes a Chapter budget for each Chapter year. The Chapter board of directors must approve and adopt a budget by October 1. Income and expense variances are monitored throughout the year and Chapter spending adjustments are recommended as needed.
 - b. In the case of unexpected expenses of \$100 or more that were not included in the committee's budget and therefore not approved by the board, the board liaison should present the expense to the board for approval if time permits. Otherwise, the Chapter president and the treasurer can approve the expenditure.
 - c. Unbudgeted expenses under \$100 do not require board approval; however, the board liaison must explain why the expenses were incurred at the board meeting.

4. Record Keeping: The treasurer is responsible for documenting all financial activities and transactions in a manner that is understandable for others to follow. When using accounting software, regular backups should be performed.
5. Expenditures may be made by:
 - a. Paying the bill personally and then submitting a completed FPRA Gainesville Chapter Reimbursement Form (found on our website www.fpragainesville.com under Resources) with receipts to the treasurer for reimbursement.
 - b. Charging the expense to the Chapter and submitting the bill to the treasurer for payment with a completed FPRA Gainesville Chapter Reimbursement Form, indicating the budget line item to which the expense should be charged.
 - c. Requesting a check for the expense in advance by completing an FPRA Gainesville Chapter Reimbursement Form.
6. Reimbursements: The treasurer reimburses Chapter members for expenses incurred in conjunction with their FPRA duties in a timely manner. A completed reimbursement request form and receipt are required for reimbursement.
7. Checking Account: The Chapter's checking account is reconciled monthly and the expenses and balances are summarized by the treasurer in writing for each monthly board meeting. Deposits and payables are handled in a timely manner. Funds are placed in a CD or CDs as often as cash flow allows.
8. Reporting: The treasurer prepares an income/expense report for the board after each major event or activity concludes. The resulting profitability level assists the board with on-going spending considerations.
9. Meetings and Events: The treasurer manages a change bank for use at monthly luncheon meetings. The treasurer receives lunch payments and issues receipts at the check-in desk. In the event that a monthly meeting RSVP is not paid at the time of the scheduled meeting, the treasurer will prepare and distribute invoices for the appropriate amount, due upon receipt.
10. The Chapter shall set aside a minimum of 50 percent of the conference registration cost for scholarship to Annual Conference (this amount is reviewed each year by the board). The board will approve a donation to the state conference each year as the budget permits.
11. Financial Review: The president-elect is responsible for arranging for a Financial Review of the Chapter's financial records at the end of each fiscal year. The financial review should be arranged by October 1 and completed by December 1 annually.
12. Annual Taxes: The treasurer and president will be responsible for filing any necessary state or federal taxes. The state association will assist in determining if this is required.

Responsibility:

The treasurer is primarily responsible. The president is financially liable for the Chapter debts.

Resources:

State Association VP of finance, Chapter board of directors

