

**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Wednesday, November 13, 2013  
Gainesville Regional Utilities**

**Members present** – Amelia Bell, APR; Devon Chestnut, APR; Maria Copeland; Kevin Coulson; Allison Downey; Julie Frey, APR, CPRC; Ginny Lawrimore; Anna Mikell; Kathy Richardson, APR; Scott Schroeder; Crystal Sutherland

**Members absent** – Florida Bridgewater-Alford, APR; Amy Douglas, APR; Kim Faenza

**Call to order** – 7:49 a.m.

**New member applications** –

Tracy Bachmann, PRO iNK,

Laura Hampson, Suwannee River Area Health Education Center

Skylar Ramsey, UF Dept. of Computer and Information Science and Engineering

**Approval of minutes** – Motion to approve, Downey. Second, Chestnut. Motion carried.

**President's report – Julie Frey, APR, CPRC**

Sponsorship packet finalized; packages are customizable for sponsors; board send sponsors they want to approach to Downey for tracking; sponsorship year begins January 1; approach by December board meeting; payment will be due by January board meeting. Holiday party will be held December 18 at home of Kathy Richardson, APR; Cost TBD by Bell and Frey. December board meeting will be held at Cox Communications. Board challenge sheet now available; Frey will create a tracking sheet for each board member.

**Treasurer's Report – Julie Frey, APR, CPRC on behalf of Amy Douglas, APR**

Finance committee met last week; committee will draft manual for treasurer's position and will review chapter policies. Budget – Motion to approve, Schroeder. Second, Richardson. Motion carried.

**Outstanding business** – None

**New business** – None

**Committee reports**

**President-elect – Amelia Bell, APR**

Arranging a look at finances. Will send policies around to board via email for approval at December board meeting. More than 50 percent of chapter has renewed; Bell followed up with remainder who haven't yet renewed.

**VP, Member Services – Kevin Coulson**

New member applications coming in. Adding recruiting of new member to board challenge for 15 points. Scholarship and grant recipients announced.

**Past President – Devon Chestnut, APR**

Chestnut to send "of the year" call for nominations for eNewsletter and on website.

**Secretary – Allison Downey**

Maintaining sponsorship list and will help with stewardship throughout the year.

**Educational Services – Maria Copeland**

First meeting for Quiz for a Cause committee is Thursday; Event most likely to be held on Thursday, Feb. 13. Copeland will confirm venue is available that day. Looking for vendor to donate food for event.

**Accreditation – Kathy Richardson, APR**

Had a successful first meeting with APR candidates. Richardson sent an email to potential CPRCs and had a good response so far. Discussion on how to roll out APR certificate for recent students to our chapter.

**Electronic Media/Communications - Ginny Lawrimore/Anna Mikell**

Held first communications committee meeting; have several student members on committee. Talking about mini communications campaign for Image Awards. Introducing #FPRAprobs social media campaign. Will continue sharing stories in Business Report and are currently recruiting writers for articles. Submit board member profiles to Mikell ASAP. Lawrimore to send links to board members with committees to review their section of the website. Frey recommended sending save-the-date email with all upcoming dates for events. Frey will send email on Nov. 14.

**Community Relations – Ginny Lawrimore on behalf of Kim Faenza**

Committee met on October 15; reviewed goals for the year. Committee selected Laura Hampson as grant recipient. Sent RFP for pro bono PR and deadline has passed; received several applications. Committee is meeting Nov. 19 to review the applications.

**Image Awards – Scott Schroeder**

Keeping fee for Image entries and drop-off locations the same as last year. Schroeder to confirm workshop dates to be included in save-the-date email.

**Professional Development – Crystal Sutherland**

Committee has met several times; has not finalized a keynote speaker yet, but working on great leads; would like to finalize speakers by end of the month; developing a theme based on speakers.

**Vote on new member applications** – Motion to approve, Lawrimore. Second, Richardson. Motion carried.

**Agenda items for membership meeting** – Printed version of save-the-date for tables. No announcements.

**Adjourn** – 8:51 a.m.