

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, December 11, 2013
Cox Communications**

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

Members absent – None

Call to order – 7:46 a.m.

New member applications –

Amelia Bell, APR, RTI Surgical (change of organization)

Lacey Duncan Jones, RTI Surgical

Andy Howard, University of Florida, Dept. of Recreational Sports

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

President's report – Julie Frey, APR, CPRC

Holiday party is next Thursday; Will send one final reminder before RSVP deadline. January board meeting to be held at Cox. Bell, Chestnut and Frey attended state board meeting; want Image chairs to come to February 23 state board meeting; state board wants to ensure that all members are receiving state communications; Golden Image Awards will all be electronic this year including submissions, theme is Road to Golden Image; Gainesville to keep traditional formatting and revisit electronic submissions next year; Counselors' Network Symposium is Jan. 23-25; FPRE conducting fundraiser again, more information to come in February; FPRA stats on passing APR are currently higher than national statistics; Certification for recent graduates has passed; Frey to send Chapter Challenge to board; VP of chapter services visiting all chapters state-wide, Gainesville to reach out to him and extend an invite; Professional webinars to start again in January. Julie to ask board to continue sending their reports prior to board meetings to Downey and Frey.

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

Frey, Bell and Douglas met with Laura Donovan, CPA, about conducting a financial review of the chapter; explained the income source and the kinds of expenses for the chapter, as well as how the chapter operates. Douglas met with Donovan an additional time to walk through specifics about tracking income, expenses, handling payments at events and other financial matters; Donovan is putting together some suggested policy and procedure changes based on the two meetings. For example, one of Donovan's suggestions is that the treasurer should not collect and/o count money at chapter events. Instead, another person should deal with cash payments and the treasurer's role would be to verify the cash total at the end of the luncheon. Another suggestion was that the treasurer should not have one of the chapter's debit cards; instead, the president and vice-president should manage the debit card charges and the treasurer would verify they were legitimate expenses. Donovan will also conduct a financial review with Douglas at a later time to verify 2-3 months over the past year; this will not be an audit, per se, but rather a way for Donovan to gather data about how we handle income and expenses and make recommendations on how to streamline the process.

Douglas is working on a manual for the treasurer that will cover some of the basics of the treasurer position (i.e. how to handle PayPal transfers, etc.). Goal is to complete a draft by early January that will be shared with the finance committee and then, eventually, the board for suggested changes and feedback.

Bridgewater-Alford recommended looking into bonding treasurer and additional members of the board. Recommendation to have secretary or an associate treasurer collect cash at functions.

Approval of budget – Motion to approve, Coulson. Second, Mikell. Motion carried.

Outstanding business – None

New business – Policy review (Amelia Bell, APR) – revising old policies since last revision was in 2004; included joint board meeting and retreat under business meetings of the chapter; working on cleaning up language and will review with Laura Donovan, CPA. Chestnut recommended that we update policy regarding board meeting to read that board will meet at least one week before the membership meeting each month; Frey requested that we ask Past Presidents before making the change. Board to approve new policies with exception of line one regarding board meetings.

Motion to approve, Chestnut. Second, Lawrimore. Motion carried.

Frey would like to add policy regarding transition of board positions.

Committee reports

Programs – Florida Bridgewater-Alford, APR

2014 contract with Sweetwater Branch Inn is \$16/person for 30+ attendees, under 30 attendees will be \$17/person. Bridgewater-Alford to sig contract and submit. Recommendation to use Straughn Center for January membership meeting; \$100/day plus FPRA must pay for parking (\$2/parking decal); will determine what to do with parking shortly before event; will use Classic Fare as caterer (\$13.99/person); Bridgewater-Alford still working to confirm January speaker. Move Past Presidents' recognition lunch to August instead of April during Image awards. Recommendation that first 15 people who RSVP to each month's membership meeting will receive a gift provided by UF University Relations.

Motion to approve January membership meeting at Straughn Center – Motion to approve, Mikell. Second, Coulson. Motion carried.

Professional Development – Crystal Sutherland

Still working on finalizing speakers for symposium; evaluating budget to determine whether or not we can pay to bring in higher quality speakers; attendance goal is 75 RSVPs.

Image Awards – Scott Schroeder

Seven committed entries for local image; hosting another prep party in January.

Educational Services – Maria Copeland

Wants to ensure that PRSSA is receiving information regarding FPRA Gainesville events; Maria to send alerts to PRSSA for social media posts. Looking for team captains for Quiz for a Cause on Feb. 13. Ten people/team, \$20/person. Frey, Bell and Coulson committed to being team captains. Need donations for raffle basket at Quiz for a Cause.

Past President – Devon Chestnut, APR

About 45 FPRA members (seasoned professionals) who qualify for "First Tuesday." Will hold an activity for that group in January; considered bringing the group to Cox to film some video.

President-elect – Amelia Bell, APR

Reached 80 percent renewal rate, third highest renewal rate among chapters statewide. Trying to find benefits for members who cannot attend luncheons to encourage them to renew. Chapter considering purchasing DVD from Annual Conference to share with attendees who can't attend luncheons.

VP, Member Services – Kevin Coulson

Has one more application to distribute to board via email.

Accreditation – Kathy Richardson, APR

Continuing to recruit new potential APRs.

Electronic Media/Communications - Ginny Lawrimore/Anna Mikell

Mikell requested that board members complete and submit Board Profile Q&As ASAP. Next Communications Committee Meeting will be Dec. 16. Mikell submitted November activities to Chestnut for the Chapter Round Up. Lawrimore and Mikell are working with Frey on Holiday messages for upcoming eNewsletters. Submitted first story to Business Report; will look into topics to include throughout next year and recruit writers.

Community Relations – Ginny Lawrimore

Committee met on Dec. 10 to select a nonprofit recipient of donated PR support for the following year; committee ranked the five nonprofit submissions and agreed upon The Alachua County Organization for Rural Needs (ACORN), a not-for-profit clinic that provides low-cost medical and dental care to low-income families and qualifying residents living in rural North Central Florida; the organization would like assistance with a PR plan/media relations campaign surrounding ACORN Clinic's 40th anniversary.

Secretary – Allison Downey

Requested that board members continue sending reports to Downey and Frey prior to board meeting. Compiling list of potential sponsors and asked board members to commit to approaching at least two potential sponsors. Board members to email Downey and Frey which organizations they will be reaching out to. Frey to reach out to past year's sponsors.

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

Agenda items for membership meeting – No December membership meeting.

Adjourn – 9:03 a.m.