

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, February 12, 2014
Cox Communications**

Members present – Amelia Bell, 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 – Florida Bridgewater-Alford, APR

Call to order – 7:49 a.m.

New member applications –

Jessica C. Baker, Institute for Workforce Innovation
Patricia Krogh, Haven Hospice

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

President's report – Julie Frey, APR, CPRC

Frey reported that we have met both of our membership goals; Added Edible Arrangements as a sponsor. Still short \$250 for our sponsorship goal; Lots of February events in store. May need help recruiting members to membership luncheon; Reconsider naming membership grant after Kim Faenza. Consider creating a one-time or annual award in her name in honor of her commitment to public relations. Frey will reach out to past presidents to receive feedback; Frey, Bell and Chestnut will be attending state board meeting at the end of the month; February winner of board challenge is Scott Schroeder.

Treasurer's Report – Amy Douglas, APR

Douglas reported that CD is maturing this month and again in August. Decided to wait until August to add funds to it; Income continues to exceed expenses; Frey said board will vote to write-off expenses from missing payments when six months has passed as recommended by Laura Donovan, CPA; Consider asking Donovan to meet with board at a later date to discuss findings from her financial review.

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

Outstanding business – Bell will re-send committee descriptions and ask for board feedback.

New business – Frey and Bell recommended switching from Survey Monkey to Wufoo since PayPal is more integrated with Wufoo. Survey Monkey's annual cost is \$210 while Wufoo is \$259. Will help to streamline all of our registrations and payments through one system. Motion to approve a change to Wufoo, Coulson. Second, Sutherland. Motion carried.

Committee reports

Educational Services – Maria Copeland

Quiz for a Cause is this Thursday. Secured Markey Wealth Management to donate \$150 toward the pizza, as well as additional pizza donation. All food and drinks are covered by sponsorships. Will have two raffle baskets as well to raise additional funds (tickets are \$2 each or 3 for \$5). Also introducing a photo booth this year.

Professional Development – Crystal Sutherland

PDS is at the end of the month. Committee is inviting surrounding chapters, students, local businesses and professional associations. Speaker line-up is confirmed.

Image Awards – Scott Schroeder

Call for Entries is going out Thursday. Two workshops in the coming weeks. Entries are due March 7; Bell recommended holding a workshop after local entries are due to help members put together their entries for Golden Image, especially since the state is moving to an electronic process; Frey reminded board that you will receive points in the board challenge for submitting image award entries and asked that board support the program.

Programs – Julie Frey, APR, CPRC on behalf of Florida Bridgewater-Alford, APR

160over90 is presenting at the February luncheon. Still working to confirm a speaker for March; Lawrimore reported that feedback from the January luncheon was positive in regard to the speaker but most attendees didn't prefer the Straughn Center over Sweetwater Branch.

Accreditation –Kathy Richardson, APR

Several people working on their CPRC. Looking for panelists for APR readiness reviews. Have one individual ready to sit for readiness review in early March. Need to pin Dorothy Zimmerman as a new APR.

Electronic Media/Communications - Ginny Lawrimore/Anna Mikell

Need board members to sign up to write Business Report stories. Scheduled through April; Leah Craig will take over for Mikell while she is on maternity leave. Transitioning things to Craig now.

Community Relations – Ginny Lawrimore

Peveeta Seeraj, APR has agreed to work as board liaison for community relations committee; Committee met on January 21; Sent survey to past media breakfast attendees requesting feedback on the event; Committee is trying to determine what to do for Spring event; Working with ACORN Clinic to create a PR proposal; Split committee into three subcommittees to help streamline initiatives.

Past President – Devon Chestnut, APR

Sending an email today to senior public relations professionals (individuals with 10+ years of experience and past presidents regardless of years of experience). Trying to find date and time to hold first meeting and create structure of the group. Frey recommended calling events "First Tuesday" for those who are still attached to the name; Chestnut recommended board start thinking about their involvement on the board next year as well as who can replace their position.

VP, Member Services – Kevin Coulson

Price for membership has dropped during this time of year. Good time for individuals to join at the lower rate; Memberships are opening at the ARC, GRU and UF Performing Arts due to employee turnover.

President-elect – Amelia Bell, APR

Will be meeting with Chestnut about bylaws and continuing to update policies.

Secretary – Allison Downey

Will be circling back with sponsors to remind them of their incentives.

Vote on new member applications – Motion to approve, Schroeder. Second, Douglas. Motion carries.

Agenda items for membership meeting – PDS reminder; New member pinning; APR study session announcement; New APR pinning; Quiz for a Cause thank you; Image reminder.

Adjourn – 9:09 a.m.