

**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Wednesday, September 12, 2013  
Gainesville Regional Utilities**

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

**Members Absent** – None

**Call to Order** – 7:47 a.m.

**Distribution of New Member Application(s)** – None

**Approval of Minutes** – New board, not applicable

**President's Report— Julie Frey, APR, CPRC**

State board retreat is September 27-28. Julie will report back any key info. All board members should send goals for the year to Julie ASAP. Julie putting together a board challenge, will distribute at next board meeting. Julie will ask all board members to submit monthly plans for their areas.

Discussed moving media breakfast to January because Sweetwater is not available during lunchtime for our regular meeting. Board discussed whether media breakfast is meant for non-profits or members. Kim will report at next board meeting what her committee decided re: moving the breakfast. One option was to host a member luncheon in January and focus on sponsorships and stewardship.

Board agreed that we should continue to have October membership mixer after hours.

Julie will have sponsorship package available for distribution next month. Edible Arrangements has already shown an interest in sponsoring this year. Allison to manage stewardship with sponsors.

**Treasurer's Report— Amy Douglas, APR**

Douglas reported we have a budget surplus from last year, but reminded board that we should always have six months' operating expenses in the budget. There is an unknown debit card transaction on the account. Douglas will call the bank for more information. Motion to approve budget, Chesnut. Mikell seconds. Motion passes.

**Outstanding business** – None

**New Business** – None

**Committee Reports**

**Past President** – Devon Chestnut, APR – None

**President-Elect** – Amelia Bell

Bell will coordinate a renewal challenge for chapter. All members who renew by 10/21 will be entered into a drawing. Members who also send in a photo or video stating why they renewed will be entered in the drawing a second time. Bell will be bringing chapter policies to the next board meeting for review.

**VP, Member Services** – Kevin Coulson

Coulson is in conversation with several potential new members. Will be sending scholarship opportunities out to members soon. Board discussed sending Jim Terhune scholarship opportunity out to nonprofit listservs in the community in addition to membership.

**Programs – Florida Bridgewater-Alford, APR**

Currently have 16 registered for September luncheon. Need 24 more to reach monthly goal of 40 attendees. Bridgewater-Alford is currently working with AdFed to schedule November joint luncheon speaker.

**Community Relations – Kim Faenza**

Faenza will consider options re: media breakfast and will share decision with board at next meeting.

**Electronic Media/Communications – Ginny Lawrimore, Anna Mikell**

Lawrimore and Mikell reported they will be forming a communications committee. Working on laying out content calendar for weekly eNews. Team will look into adding minutes, past presidents' reports, past award winners and history of the chapter to the chapter website. Need headshots for all board members to use on website.

**Accreditation – Kathy Richardson, APR –**

Looking for meeting space to hold sessions. Will contact Chamber.

**Educational Services – Maria Copeland**

Met with PRSSA students re: sponsoring an ice cream social at next meeting, tentatively scheduled for 10/9 at 6:30 p.m. in Turlington Hall.

**Secretary – Allison Downey – None**

**Image Awards – Scott Schroeder**

Asked all board members to try to submit one entry this year. Would like to put together a regularly-scheduled, after-hours meeting for members to work together on crafting their entries.

**Professional Development – Crystal Sutherland**

Sutherland is working on forming her committee. Planning PDS for the end of May, likely using the same location and caterer.

**Meeting Adjourned— 9:06 a.m.**