

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, June 11, 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; Peveeta Persaud, APR; Kathy Richardson, APR; Scott Schroeder

Members absent – Florida Bridgewater-Alford, APR; Anna Mikell (excused); Crystal Sutherland (excused)

Call to order – 7:49 a.m.

New member applications –
Aghane Moraes De Carvalho Antunes

Approval of minutes – Motion to approve with change to meeting date, Bell. Second, Chestnut. Motion carries.

President's report – Julie Frey, APR, CPRC

Chapter management report is finalized and has been submitted to the state; Frey requested screen shots of any social media posts from board members between February and today; Requested that board register for Annual Conference before June 30 for chapter challenge credit; August board meeting will be held earlier so it doesn't conflict with Annual Conference.

Motion to approve absences for Mikell and Sutherland during their maternity leave, Bell. Second, Coulson. Motion carries.

Recommended that we make board calls to members regarding June and July events; Frey asked board members to review their respective budget to ensure the chapter is on track; Douglas said that Laura Donovan, CPA recommended we move some of our historical files to electronic form. Considering an external hard drive or Dropbox. Frey recommended having two external hard drives – one for treasury data and one for all important chapter documents. Determined that at the end of each year all board members will put their files in Dropbox and the president will be responsible for copying all files onto an external hard drive.

Treasurer's Report – Amy Douglas, APR

Doing very well in income versus expenses; At 80 percent of what was budgeted for income; Expenses are only at 55 percent of what we planned to spend; CD matures in August. Need to research better rates and determine if we should add funds to it or move it to another bank; Douglas completed a draft of treasurer's manual. Will be sending around for feedback; Still have unpaid luncheons from January and February. Douglas has contacted each individual at least twice.

Motion to approve writing-off all outstanding payments from January to April (including luncheons and PDS), Bell. Second, Copeland. Motion carries.

Approval of budget – Motion to approve, Downey. Second, Coulson. Motion carries.

Outstanding business – None.

New business – None.

Committee reports

Community Relations – Peveeta Persaud, APR

Wrapping up ACORN clinic pro bono work. Committee to report to executive director by the end of the month; Summer Media Splash is next Tuesday. Registration numbers are low, but committee is working to encourage more registrations. Frey recommended sending an eblast to membership with agenda and speakers. Panera Bread is catering a light breakfast.

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

Dean Diane McFarlin is the speaker at our monthly luncheon next week; Still looking for a July speaker; August luncheon Roger Penn (state incoming president elect) will be installing new chapter board.

President-elect – Amelia Bell, APR

Officially changed name of membership scholarship to Kim Faenza Membership Scholarship in policies. Created policy regarding annual awards and changed policy regarding Seasoned Professional Group.

Motion to approve three revised policies listed above (and attached), Chestnut. Second, Persaud. Motion carries.

Updates made to finance policies (formerly budget policies) to include findings from internal controls assessment. Need to add voting to write-off payments in policy. Board to review policy and vote during next month's meeting; Bell also working to create a change-over policy for transitioning of board members. Requested that all board members send "how-tos" of their position to her; Committee formed to select conference scholarship recipient; Bell planning to send member survey out in July.

VP, Member Services – Kevin Coulson

New member joining us from Brazil.

Vote on new member applications – Motion to approve, Coulson. Second, Copeland. Motion carries.

Electronic Media/Communications – Ginny Lawrimore

Leah Craig transitioning duties back to Anna Mikell.

Educational Services – Maria Copeland

Want to offer two full student memberships as well as encouraging members to sponsor individual luncheons for students. Frey recommended creating a mentoring program where members pay for students' luncheon and sit with them; Had two applicants for Annual Conference scholarship. Will work with Frey and Bell to determine what expenses will be covered.

Past President – Devon Chestnut, APR

Board slate is set. Still awaiting confirmation from four slated board members. Slate will be presented at next week's luncheon. Vote on slate during July luncheon and installation of board in August.

Accreditation – Kathy Richardson, APR

Still have a few members working through APR and CPRC process; Requested that it be included in change-over policy to transition pins.

Image Awards – Scott Schroeder

Duplicate awards were ordered and each winner needs to reimburse the chapter for their awards. Frey recommended that they pay by cash or check so the chapter doesn't incur an extra fee from PayPal or Square.

Secretary – Allison Downey

**Adding new member vote done via email in late May to this month's minutes.

Agenda items for membership meeting – Announcing of the board slate, Annual Conference scholarship winner, Vote on bylaw changes.

Adjourn – 9:14 a.m.

**In late May, following to the month's board meeting, the board voted to approve via email the membership of Quenta Vettel.

Annual Awards

Date Written: April 2014

FPRA Gainesville Chapter presents three special annual awards at our Holiday Party: Kim Faenza Member of the Year, the John S. Detweiler, Ed.D., APR, CPRC Professional of the Year and the Rising Star award. The Past President is responsible for coordinating nominations and selecting recipients.

The Kim Faenza Member of the Year award is given to an active FPRA member whose commitment of time, energy, enthusiasm and skill contributed significantly to the success of the Gainesville Chapter above and beyond typical expectations. Criteria for the award include:

- Professional member of the Gainesville Chapter of FPRA
- Participating in most of the chapter functions during the year
- Giving extraordinary time and energy to one or more projects, tasks or programs during the year
- Display a professional attitude, showing support for the chapter and its members, and generally setting an example for others to follow.

The John S. Detweiler, Ed.D., APR, CPRC Professional of the Year Award is given to an individual who demonstrates the highest standards of ethics, performance and service to the public relations profession. You may nominate yourself or others. FPRA membership is not required for the Professional of the Year award.

The Rising Star award is given to an up-and-coming FPRA member who has demonstrated emerging leadership traits along with dedicated, active involvement in chapter activities throughout the year. Criteria for the award include:

- Five years or less of FPRA professional membership
- Actively participating in a majority of chapter functions during the year
- giving extraordinary time and energy to leading projects, tasks or programs, displaying a professional attitude showing support for the chapter and its members
- generally setting an example for others to follow

Survey Questions

1. I would like to nominate:
2. Title
3. Company
4. This nominee deserves this award for the following reasons:
5. Nominated by

Seasoned Professionals Group

Date Written: December 2012

Date Updated: April 2014

The Seasoned Professionals group is for members with 10 or more years of public relations experience. FPRA Gainesville offers periodic workshops, discussion groups, "behind-the-scenes" activities and seminars for senior level practitioners interested in sharpening their skills and staying informed about industry trends. The activities are coordinated by the Immediate Past President.