

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, April 13, 2011
Gainesville Chamber of Commerce**

Members Present— Katie Weitekamp, APR (presiding); Amelia Bell, APR; Kevin Coulson; Kelly Donovan; Kathy Richardson, APR; Lindsey Robertson, APR; Morgan Dunn, Dan Jesse, Steve Shepherd, Lindsay Brennan, Devon Chestnut

Members Absent— Daryl Sowers Norfleet

Call to Order—7:51 a.m.

March 2011 Minutes—Minutes and consent agenda were approved. (Coulson, Chestnut)

Distribution of New Member Application(s)— Two applications were approved.

President's Report—Katie Weitekamp, APR-

Action Items:

Treasurer's Report—Kevin Coulson

The beginning balance was \$8,121.64 and the ending balance was \$6,329.42. Coulson reported that we have a strong standing and that large deposits are coming in. Coulson also reported that he met with a bank representative at RBC. The banker recommended the chapter consider getting a credit card and another CD. Weitekamp suggested Coulson seek input from Wendy Crites-Wacker regarding the state's recommendation for cash on hand and the other suggestions. (Shepherd, Dunn)

Outstanding Business—

New Business— Theresa Edwards-Capen, membership manager for the Gainesville Chamber of Commerce spoke to the board and answered questions about the benefits of being a member of the chamber. The board decided to discuss the matter further and asked Devon Chestnut to prepare some additional information to present to the board at the May meeting.

—Board Member/Committee Reports—

Electronic Media—Kelly Donovan

Donovan reported on the website redesign. She said she would be working on migrating content to the new site and hoped to have it completed in the next few weeks. Weitekamp said it was important to have solid content for the main areas when the site debuts. (Jesse, Holmes)

President-Elect—Morgan Dunn

Dunn reported that she would like to hold a Leadership Social after PDS or a Leadership Breakfast at some point. The date of April 29 was suggested and several locations were mentioned as possibilities.

Past President—Courtney Holmes

Holmes noted that board nominations are due in May and encouraged the board members to nominate those that would be interested in serving.

Vice President, Member Services—Devon Chestnut

Chestnut handed out a media contact list for the board's consideration as an added member benefit.

Professional Development Seminar—Dan Jesse

Jesse reported that the last speaker had been finalized: Gary Bitner will talk about targeting audiences during a crisis. Weitekamp and Jesse are working on tightening up the schedule. The committee will be calling members to remind them to register. There are 20 people registered so far. Jesse also noted that sponsorships have been difficult to obtain this year.

Accreditation—Amelia Bell, APR

April is APR Month and several promotions are being held.

Educational Services—Steve Shepherd

Shepherd reported that nine teams have signed up for the Quiz for a Cause trivia night scholarship fundraiser event. He said Fracture is providing the awards for the winning teams.

Vote on New Member Applications— Approved.

Agenda Items Membership Meeting—

Announcements/Comments—.

Meeting Adjourned— 9:01 a.m.

The next board meeting was set for May 11, 2011 at the Gainesville Chamber of Commerce.

Respectfully submitted,
Kathy Richardson, APR