



**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, February 9, 2011
Gainesville Chamber of Commerce**

Members Present— Katie Weitekamp, APR (presiding); Amelia Bell, APR; Lindsay Brennan; Kevin Coulson; Kelly Donovan; Daryl Sowers Norfleet; Kathy Richardson, APR; Lindsey Robertson, APR; Morgan Dunn, Devon Chestnut

Members Absent— Steve Shepherd, Courtney Holmes

Call to Order—7:57 a.m.

January 2011 Minutes—Minutes and consent agenda were approved with corrections. (Coulson, Chestnut)

Distribution of New Member Application(s)— None.

President's Report—**Katie Weitekamp, APR**- Weitekamp reminded the board members that the FPRA state board meeting is being held in Gainesville on Feb. 18-19. She said the first event was a tour of the Center for Media Innovation at UF's College of Journalism & Communication. The meeting itself is being held at GRU from 8:30 a.m.-3 p.m.

Weitekamp encouraged the board members to call their member lists to encourage people to sign up early for the luncheon, thank them for their renewal and remind them about the Image Awards 'Call for Entries.'

Action Items:

Treasurer's Report—**Kevin Coulson**

The beginning balance was \$8,152.93 and the ending balance was \$8,906.35. Coulson said the CD matured in February and that it has been allowed to roll over with the next mature date being Aug. 5, 2011. The CD is valued at \$3,659.35 (Jesse, Dunn)

Outstanding Business—Videos still in the works: There are now three videos that need to be produced: meet the board, one for the scholarship fundraiser for the annual conference with a tailgate theme and one to promote the PDS.

New Business— Katie Weitekamp, APR suggested the chapter publicize and enforce 'no show' policies for events. She suggested adding the following words to event invitations: Please cancel by ___ or you will be charged.

—Board Member/Committee Reports—

President-Elect—**Morgan Dunn**

Dunn reported that she has been working with Courtney to modify the FPRA social media policy for the Gainesville Chapter.

Electronic Media—**Kelly Donovan**



Donovan presented the board members with the website wireframe choices. She said the goal is to have the new site up by the Image Awards luncheon. She discussed working ProInk into the Image Award's script. Weitekamp called for a formal vote on Frames 1 & 2. (Brennan, Dunn)

Community Relations—Daryl Norfleet

Norfleet reported that committee has split their duties up to begin the process of making a public relations plan for the Bread of the Mighty Food Bank. She said they are working on a draft for the brochure and on a website analysis.

Educational Services—Steve Shepherd

Shepherd is looking for a venue for a trivia night fundraiser.

Image Awards—Lindsey Robertson, APR

Robertson asked the board if she could move \$300 in her budget that had been earmarked for design to the following three line items: miscellaneous \$200, shipping/postage \$50 and judging supplies \$50. Motion was made, changes to the budget were approved. (Dunn, Chestnut)

Robertson said she is planning a webinar with Heidi Otway, APR, on Feb. 22 to go over her Golden Image award-winning entry and explain the process of entering.

She is working on recognition for past presidents and possibly having them present the Image Awards.

Vice President, Member Services—Devon Chestnut

Chestnut reported that the chapter has 83 members and 7 student members. The chapter has the third highest membership in the state.

She also said she is working on developing more member benefits for prospective members. One idea is to have a media database that could be distributed or utilized by members only.

Professional Development Seminar—Dan Jesse

Jesse reported that his PDS committee is very strong and this has made his job much easier. He said TooJays is catering. Val Reilly, APR, is designing postcards and other materials. Jesse reports that a PayPal link will be set up and electronic invitations will be sent. Bios on the speakers are being run in the eNews. A photographer will also be on site to take professional headshots of the PDS attendees.

Programs—Lindsay Brennan

Brennan said PRSSA is back on the list for speaking at an upcoming luncheon. She said Dan Rua will be the speaker for January's luncheon. Rua, a leader in Gainesville's ongoing attempt to attract the Google Fiber for Communities project to Gainesville, will discuss how the Gig4GNV team mobilized the community, the marketing efforts for Gig4GNV and compare what other communities did to get Google's attention.

Vote on New Member Applications— n/a

Agenda Items Membership Meeting— Pin new member, announcements and no power point.

Announcements/Comments—.

Meeting Adjourned— 8:51 a.m.

The next board meeting was set for March 9, 2011 at the Gainesville Chamber of Commerce.



Respectfully submitted,
Kathy Richardson, APR