



**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, January 12, 2011
Gainesville Chamber of Commerce**

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

Members Absent— Morgan Dunn, Devon Chestnut

Call to Order—8:02 a.m.

December 2010 Minutes—Minutes and consent agenda were approved. (Robertson, Chestnut)

Distribution of New Member Application(s)— Was to be done by email.

President's Report—**Katie Weitekamp, APR**- Weitekamp reported that the Gainesville Chapter has the highest number of renewals in the state. She encouraged the board members to contact their call lists with a "Get Active Alert" to make sure people sign up for the luncheon early.

Action Items:

Treasurer's Report—**Kevin Coulson**

The beginning balance was \$8,049.14 and the ending balance was \$8,152.93. There is outstanding income and checks in the amount of \$11,950.22. Coulson also pointed out that the CD matures in February and that typically it is allowed to roll over unless the board decided otherwise. (Jesse, Donovan)

Outstanding Business—Meet the board video is 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— Steve Shepherd said his committee met Monday night to discuss having a trivia night for the scholarship fundraiser to raise money to send a student member to the annual conference. The suggestion was to have the trivia night fundraiser with teams of 4-6 people. The teams could be from local organizations or companies. He suggested having the event at Plantation Hall at Haile Plantation or at Sweetwater. The committee thought Andy Fletcher might be a good choice to MC the event. A possible date of April 18 was suggested. The type of trivia was discussed: Florida, UF or pop culture and possibly having categories. The amount to charge teams has not been determined. The goal would be to raise approximately \$1,000 to \$1,500

—Board Member/Committee Reports—

Past President—**Courtney Holmes**

Holmes said Studio PR is officially launching with the first event set for Feb. 6. There are six people registered so far. Holmes said she is working with Morgan Dunn on the bylaws revisions and recommendations.



Electronic Media—Kelly Donovan

Donovan's report is in the consent agenda.

Community Relations—Daryl Norfleet

Norfleet reports that the committee would like to hold a fundraiser instead of participating in the kickball tournament. The committee has met with the staff of Bread of the Mighty Food Bank to begin the process of making a public relations plan for the organization.

Educational Services—Steve Shepherd

Shepherd said the students are doing great and that he hopes the chapter can maintain the momentum in the future. He said he had connected a student interested in learning more about health care PR with Pamela Rittenhouse to meet and discuss the field. This actually led to an internship for the student. He would like to see more opportunities for students to learn about various PR roles from the professionals in the chapter. He also encouraged the board members to sit with the students at the luncheons and get to know them.

Image Awards—Lindsey Robertson, APR

Robertson reported that there eight members attended the Image Awards workshop on Jan. 6. She said the 'Call for Entries' is at Alta for printing and would be ready for distribution soon. The deadline to enter the Image Awards is March 14.

Professional Development Seminar—Dan Jesse

Jesse reported that three speakers had been confirmed and that they are now coordinating with each other to eliminate duplication and to make sure the topics are thoroughly covered. The plan is to have five sessions. TooJays is catering the event and the production of the graphics is underway. Jesse said he would like to do a video to promote the event similar to what's been done in past years.

Accreditation—Amelia Bell, APR

Bell said three members have advanced through the Readiness Reviews and may sit for the exam in February. A few candidates are interested in the CPRC.

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— To be done via email

Agenda Items Membership Meeting— Dan Jesse, Lindsey Robertson, & Steve Shepherd said they have announcements for the Jan. membership luncheon.

Announcements/Comments—

Meeting Adjourned— 9:04 a.m.



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

Respectfully submitted,
Kathy Richardson, APR