

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, June 8, 2011
Gainesville Area Chamber of Commerce**

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

Members Absent—Lindsey Robertson, APR

Call to Order—7:51 a.m.

May 2011 Minutes—Minutes with correction and consent agenda were approved. (Holmes, Dunn)

Distribution of New Member Application(s)—None.

President's Report—**Katie Weitekamp, APR**- Weitekamp gave updates from the state FPRA organization:

- Timeline for Golden Image award notifications: calls will begin on June 13 to let people know if they won an award.
- State FPRA has a new chair position: Chair of Chapter Services for Student Services.
- Nominations for state awards like the Dillon Award stand for 3 years.
- The Annual Conference brochure with the full speaker schedule is out.
- Devon Chestnut and Morgan Dunn will work on the annual Chapter survey.

Action Items: Weitekamp said she would check into having an electronic membership application. (not having an electronic way to join is a barrier to membership)

Treasurer's Report—**Kevin Coulson**

The beginning balance was \$6,641.12 and the ending balance was \$9,349.41. Coulson said the Chapter is ahead on income and he is still waiting on some outstanding checks to come in. A budget line item was added to pay for the president and president-elect to attend the FPRA Annual Conference. (Chestnut, Brennan)

Kelly Donovan asked the board to approve a budget expenditure for annual hosting fees for the new website. She recommended adding a line item for web hosting to the budget in the amount of \$100 to cover the approximate cost of \$8 per month for storage space. (Donovan, Shepherd)

Outstanding Business—

New Business—The nominating committee of Valerie Riley, APR; Debbie Mason, APR, CPRC; Suzanne Bachus, APR, CPRC and Sarah Carey, APR, proposed the following slate of officers: Morgan Dunn Lee President Katie Weitekamp, APR Immediate Past President Devon Chestnut President-Elect (Retention) Julie Frey APR, CPRC Vice President (Recruitment) Kevin Coulson Secretary Kelly Donovan Treasurer Erin Morton, APR Accreditation Grace Flowers Communications Allison Downey Community Relations Steve Shepherd Educational Services Amy Douglas, APR Electronic Media Shelby Powell Image Awards Amelia Bell, APR Professional Development Laura Aguilar, APR Programs The slate will be presented at the June Luncheon, voted on at the July Luncheon and installed at the August Luncheon.

Kathy Richardson, APR, volunteered to chair a committee to select the recipient of the chapter scholarship to attend the state Annual Conference. The committee will also determine the recipient of the student scholarship money (funds raised by the Quiz for a Cause event) as well.

—Board Member/Committee Reports—

Educational Services—**Steve Shepherd**

Quiz for a Cause was a success. Shepherd said the committee members are looking into the possibility of holding another one in the fall focusing on UF trivia.

Programs—**Lindsay Brennan**

Brennan said the speaker for the June Luncheon is confirmed as well as the topic. Ann Christiano, the University of Florida Frank and Betsy Karel Endowed Chair in Public Interest Communications, will focus on Tweets, Lies & Apologies: Weinergate and its fallout in today's media-saturated environment.

Community Relations—Daryl Norfleet

Norfleet reported that the work for Bread of the Mighty Food Bank has been presented to their board and that she will meet with Debie.

She also said she is working on having the Media Breakfast in late July or early August at Joe's Place. She mentioned July 28 as a possible date.

Electronic Media—Kelly Donovan

Donovan thanked the board members for their help in submitting items for eNews.

She noted that she is still waiting on ProInk to continue working on the chapter website. She said one of her contacts had left the company and another had gotten married and was out of pocket for an extended time period.

Vice President, Member Services—Devon Chestnut**Professional Development Seminar—Dan Jesse**

Jesse said he was very pleased with the PDS. He said all goals for the PDS were met this year. He thanked his committee and gave them credit for their hard work in putting together the seminar. He shared copies of the survey results with the board.

Accreditation—Amelia Bell, APR

Bell said she would be having another Readiness Review in the near future.

Agenda Items Membership Meeting— Announce the membership survey and announce the proposed slate of new board members and officers. Announce Laura Aguir as the Chapter's newest APR and announce Debbie Mason, APR, as the Chapter's newest CPRC.

Announcements/Comments—**Meeting Adjourned—** 8:48 a.m.

The next board meeting was set for July 13, 2011 at the Gainesville Chamber of Commerce.

Respectfully submitted,
Kathy Richardson, APR