



**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, March 9, 2011
Gainesville Regional Utilities**

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

Members Absent— Steve Shepherd, Lindsay Brennan, Devon Chestnut

Call to Order—8:00 a.m.

February 2011 Minutes—Minutes and consent agenda were approved. (Dunn, Donovan)

Distribution of New Member Application(s)— None.

President's Report—**Katie Weitekamp, APR**- Weitekamp talked about the state FPRA board meeting that was held in Gainesville on Feb. She said a new chapter has been formed in Miami. She noted that a new executive board position was approved: student liaison.

In May our Chapter luncheon will be a joint meeting with Ad-Fed.

Action Items: State FPRA's Social Media Policy was presented, discussed and approved. (Donovan, Coulson)

Treasurer's Report—**Kevin Coulson**

The beginning balance was \$8,330.45 and the ending balance was \$8,121.64. (Holmes, Jesse)

Outstanding Business—Videos still in the works: do a video to promote getting active by becoming a leader in FPRA through holding a board position. A video needs to be done with the Chapter members cheering to be used for the FPRA annual scholarship event.

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.

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.



Past President—Courtney Holmes

Holmes reported that she is working on new programs for the First Tuesday events. One suggestion has been to have a speaker talk about the Koran burning.

Holmes noted that board nominations are due in May and proposed having a re-education campaign about the board positions and what each one does. She asked the board members to be thinking of possible members to nominate.

Holmes also asked the board members what they thought about recognizing past board presidents upon their retirement from their jobs. The board's consensus was that each retirement should be taken on a case by case basis. Weitekamp said she would try to find out what other chapters do with regard to past presidents retiring.

Vice President, Member Services—Devon Chestnut

Chestnut brought up the possibility of the Chapter joining the Gainesville Chamber of Commerce. She said that Lindsay Brennan had suggested it. It was pointed out that there is money in the budget for recruitment and that this could possibly be used for the membership dues. Weitekamp said it is something the board should consider but that several questions needed to be answered. For example, who will the membership cover, what does the Chapter get for the membership investment and how will we cross-promote events? Amelia suggested that this might be a good way to help with gaining sponsorships. Morgan suggested having the Chamber's membership director speak to the board to address the issues that had been raised.

Professional Development Seminar—Dan Jesse

Jesse reported that the slot for a speaker had been filled. He said they still need sponsorships. He thanked Kelly and Morgan for their help in setting up the PayPal link and for promoting the program. Jesse reminded the board that the deadline to receive the early registration discount is April 15.

Accreditation—Amelia Bell, APR

Bell said she has had one candidate go through the Readiness Review and four people should take the exam this spring.

Vote on New Member Applications— n/a

Agenda Items Membership Meeting— Announcements, no power point.

Announcements/Comments—

Meeting Adjourned— 8:59 a.m.

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

Respectfully submitted,
Kathy Richardson, APR