



APPENDIX A: Consent Agenda of Minutes & Committee Reports

SECTION I: Minutes

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, November 10, 2010
Gainesville Chamber of Commerce**

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

Members Absent— Courtney Holmes, Dan Jesse

Call to Order—7:53 a.m.

October 2010 Minutes—Minutes and consent agenda were approved. (Shepherd, Dunn)

Distribution of New Member Application(s)— None

President's Report—Katie Weitekamp, APR-

Action Items:

Audit is in the works.

The board voted to pay the fee of \$192 for parking at Emerson Hall out of miscellaneous in the Programs Expenses. (Donovan, Chestnut)

Treasurer's Report—Kevin Coulson

Coulson reported the current budget numbers and encouraged board members to keep an eye on expenses. He noted that the bank deposits for October totaled \$745.88. Debits were \$1,606.61. The current balance is \$6,168.14. He said the chapter's CD is currently at \$3,655.66 and it will mature in February. (Donovan, Bell)

Outstanding Business—Audit is in the works.

Meet the board video. Dan Jesse is working on the script. Please send your "Let's Get Active" message to him

New Business—

Weitekamp reported that the Holiday at the Hipp celebration (Dec. 9) is the same night as the Junior League's party. She said she is still working on quotes for catering. She is trying to keep the price as low as possible.



—Board Member/Committee Reports—

Past President—Courtney Holmes

In Holmes' absence, Weitekamp read an email of updates from Holmes to the board: Holmes wrote that she finished the annual report for 09-10 and will send it to be posted on the website. She reminded the board to send in their nominations for annual chapter awards. The first meeting for seasoned professionals will be held after the holidays. She noted that she will meet with Morgan Dunn to review the bylaws in the next few weeks and asked that any changes or updates be sent to them as soon as possible.

President-Elect—Morgan Dunn

Dunn reported that the chapter is doing well in renewals but encouraged everyone to keep pushing renewals. She said Gainesville is fourth in the state in number of renewals and third in the state in number of members.

Electronic Media—Kelly Donovan

Donovan said her committee is meeting with Pro Ink on Nov. 22 to discuss the website structure.

Website Architecture

Version 1.0 (December 1, 2010)

I. Home

- featured stories (1 big story, 2 smaller stories)
- In The News (5 latest newsroom items)
- links: Facebook, Twitter, LinkedIn, YouTube
- Join Now button
- FPRA button link (state site)

II. Events

- posts about upcoming events
- each post would include links for Survey Monkey, Paypal

III. Membership

- brief introduction (with links to elsewhere in the site) about why to become a member
- Membership application (PDF))

IV. Professional Development

- description of PD opportunities & leadership opportunities
- sub-pages have more info about the individual PD opportunities
 - a. APR/CPRC
 - b. Image Awards
 - c. Professional Development Seminars (PDS)
 - d. Monthly Luncheons



V. Get Involved

- explanation of committees and involvement opportunities
 - a. Committee List
 - b. Senior Level Professionals
 - c. Students

VI. Newsroom

- event announcements, recaps (w/ photos, links)
- member announcements
- award opportunities
- chapter announcements
- membership profiles

VII. Resources

- a. Jobs
- b. Community Relations
- c. State resources (need to check if available)
- d. Board member resources (password protected)

VIII. About

- description of FPRA
 - a. Annual Report(s)
 - b. Board & Board Contacts
 - 1. Board minutes
 - c. History

IX. Contact Us

- list/table of who to contact for what (committees, board members)

Community Relations—Daryl Norfleet

Norfleet said 12 applications were received from the RFP. She said the committee met Nov. 4 and selected Bread of the Mighty Food Bank as their recommendation to the board. She said the committee felt drawn to this cause and that their request for assistance was humble and very much needed. The board approved the selection. (Shepherd, Dunn)

Educational Services—Steve Shepherd

Students are great, good collaboration. They have offered for us to be on their committee for planning the national PRSSA conference in Orlando. Shepherd thinks we should encourage grad students to get involved as well.

Image Awards—Lindsey Robertson, APR

Robertson said she received 11 responses to the survey about Image Awards and that 7 of those indicated they would like a workshop. Robertson asked for input as to when to hold the workshop: before or after the holidays?



Member Services —Devon Chestnut

Scholarship information needs to be updated on the state website.

Communications—Kathy Richardson, APR. Provided each board member with a list of dates for the board member/committee report deadlines.

Vote on New Member Applications— None

Agenda Items Membership Meeting— None

Announcements/Comments—.

Meeting Adjourned— 8:50 a.m.

The next board meeting will be Dec. 8, 2010 at the Gainesville Chamber of Commerce.

Respectfully submitted,
Kathy Richardson, APR