

## **APPENDIX A: Consent Agenda of Minutes & Committee Reports**

### **SECTION I: Minutes**

**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Wednesday, October 13, 2010  
Gainesville Chamber of Commerce**

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

**Members Absent**—

**Call to Order**—7:45 a.m.

**September 2010 Minutes**—Minutes were approved with changes. (Shepherd, Holmes)

**Distribution of New Member Application(s)**—

**President's Report**—**Katie Weitekamp, APR**- Weitekamp reviewed the chapter goals and presented a worksheet outlining the specific goals for the year. She announced that she had developed a member contact list and asked that each board member contact their 10 members. She also asked that the names of those members who have 'gotten active' be sent to her. She encouraged the board members to talk to the member about renewing their membership, signing up for the next luncheon or getting active in some other way. The holiday party planning is underway with a possible package deal with the Hippodrome. It will take place on Dec. 9 with heavy appetizers at a cost of around \$30 per person.

Action Items:

*Audit is unfinished.*

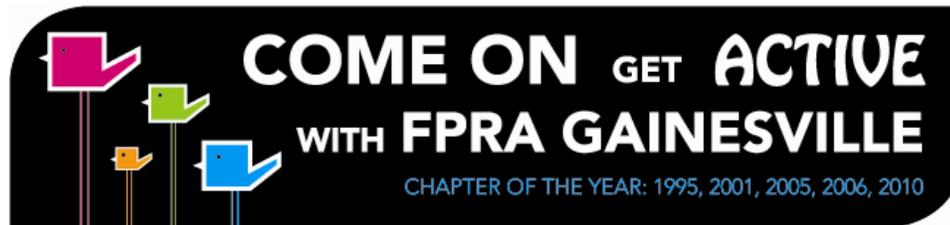
*Lindsey has finished contract with Sweetwater.*

**Treasurer's Report**—**Kevin Coulson**

Coulson reported that the budget had been finalized for the year. He noted that the bank deposits for September totaled \$795. Debits were \$1,234.42. The current balance is \$7,028.87. He said the chapter's CD is currently at \$3,655.66 and it will mature in February. (Dunn, Chestnut)

**Outstanding Business**—Meet the board video. Dan Jesse offered to write the script. Video could be shot at luncheon.

**New Business**—



- Proposed Consent Agenda- the idea for using a consent agenda for board meetings instead of having board members report on goals and give status updates was discussed and approved. Dan Jesse commented that he was in favor of the idea so long as time is provided for discussion. (Coulson, Shepherd)
- Rising Star Award-Courtney Holmes presented the information and reasoning behind having a new chapter award. The Rising Star Award would be to recognize a young leader for stepping up to the plate. Holmes noted that it is based on the Joe Curly Award that is given by the state FPRA. She said it would be presented along with the awards given during the annual holiday party. The winner would be selected by the immediate past president. The new award was approved by the board. (Bell, Jesse)

**—Board Member/Committee Reports—**

**Programs Director—Lindsey Brennan**

Apologized for the

September member luncheon for the speaker failing to show up. She said 35 were signed up for the luncheon. She asked if members had recommendations for speakers for upcoming luncheons. The lineup of speakers includes: John Deveney, ABC, APR, Fellow PRSA, President/Deveney Communication for November; someone from Google is a possibility for January. February and March are up in the air with the possibility of a PRSSA panel workshop and an agency person from Miami. April’s luncheon will feature image awards and the past presidents recognition. Brennan said she is also working on sponsors for luncheons and is still working on obtaining a printing sponsorship from Renaissance.

**President-Elect—Morgan Dunn**

Dunn reported that she is pushing renewals. She said she is providing a list of people who have renewed for publication in the e-News, etc. She also noted that all those who renewed early would be entered into a drawing for a \$50 gift certificate to QVC. This prize was provided by Cox Communications through Devon Chestnut.

**Professional Development Seminar—Dan Jesse**

Jesse said he has held the first meeting of the eight member PDS committee. The 2011 PDS will be held at Emerson Hall on May 6. Jesse said the committee’s goal is to target professionals and to recruit speakers from out of town. He noted that the venue had come in under budget. He had also worked out the parking logistics. The committee is working on a ‘close encounters concept’ for the theme. The next meeting of the committee is Oct. 19.

Budget committed for Emerson Hall facilities rental and parking at the O’Dome:

Facilities rental	\$725.90	budget	\$950
Parking	\$96.00	budget	\$100

PDS subcommittees:

- 1) General coordination and assistance for all areas - Dan Jesse
- 2) Speakers - Larry Lansford, APR and Debbie Mason, APR, Fellow PRSA
- 3) Promotion and Printed Materials - Valerie Riley, APR and Linda Tozer Meyer
- 4) Recruitment and Registration - Karen Smittle, APR, CPRC and Morgan Dunn
- 5) Sponsors - All committee members recruit at least one
- 6) Site Coordination - Rod Hemphill, APR, CPRC
- 7) College of Journalism and Communications Partnership - Debbie Mason, APR, Fellow PRSA
- 8) General presidential support - Katie Weitekamp, APR

**Electronic Media—Kelly Donovan**



Donovan presented a one-page creative brief outline for the new chapter website. The website is being created by Pro INK. The board discussed several elements of the website design including whether to hide the link to the jobs page. Donovan also thanked everyone for providing information for the e-news and for help with proof reading.

#### **Accreditation—Amelia Bell, APR**

Bell said she has held a mixer and information session about the APR process. There were seven prospective APR candidates at the session. She said Julie Frey was assisting her with the CPRCs. Bell encouraged the use of the APR designation after members names when they are mentioned in any chapter materials: website, Facebook, flyers, etc.

#### **Community Relations—Daryl Norfleet**

Norfleet announced her new position as marketing coordinator at The Orthopaedic Institute. She said the community relations committee has seven members and two advisors. Their first meeting has been held and the RFP for assisting a local non-profit was reviewed and approved. The deadline is Nov. 3 for applications. The committee is also trying to organize a kickball team for the charity game next year. Norfleet also announced the “Coffee & Conversation” meeting with UF’s Andy Fletcher, the October luncheon speaker. She plans to have another one in the spring.

#### **Educational Services—Steve Shepherd**

Shepherd announced a student PRSSA event: “Market Yourself Skill Seminar” at UF on Oct. 20. He encouraged members to attend to assist the students with resume and interview skills. Shepherd said he is still looking for membership sponsors for students.

#### **Image Awards—Lindsey Robertson, APR**

Robertson said planning for the 2011 Image Awards is well underway. She has secured a judging partner: Polk Chapter. She has a graphic designer willing to contribute their services in-kind. The theme will be “Flashback.” The event will take place April 21 during the chapter luncheon.

#### **Member Services —Devon Chestnut**

Chestnut said she is encouraging everyone to get their renewals in. The renewal rate is 22.5 percent. She said the new member applications will be available after Nov. 1. She said she would send a link out to everyone so they could download them through Google Docs.

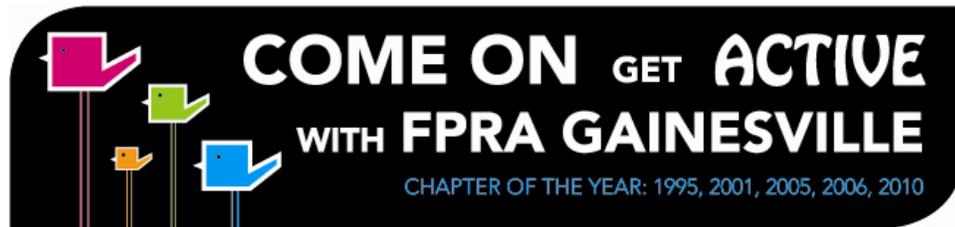
#### **Past President/ Historian—Courtney Holmes**

Holmes said she has secured Melanie Mowry Eters, APR, CPRC for the August installation. Holmes said she conducted a survey of the chapter’s senior professionals and got a 39 percent response rate. She shared a print out of the survey results. She said she is planning her first First Tuesday event with a possible tour of the GTN or focus on something Gator. She is also looking into creating webcasts for seniors and working on a concept to get seniors active in the chapter. Holmes said she is hoping that each board member will nominate at least one member for a chapter award this year.

#### **Communications—Kathy Richardson, APR**

Richardson announced her new position with Clay Electric Cooperative, Inc. She also explained the process for the new Consent Agenda addition to the board meetings. She said she would email out a list of dates for the board member/committee report deadlines.

#### **Action Items:**



**Vote on New Member Applications**— None

**Agenda Items Membership Meeting**— None

**Announcements/Comments**— Marilyn Maple's celebration of life memorial will be held on Oct. 30.

**Meeting Adjourned**—9:24 a.m.

The next board meeting will be Nov. 10, 2010 at the Gainesville Chamber of Commerce.

Respectfully submitted,  
Kathy Richardson, APR