

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes (corrected)
Tuesday, October 11, 2011
Exactech**

Members Present— Morgan Lee (presiding); Laura Aguiar, APR; Amelia Bell, APR; Devon Chestnut; Kevin Coulson; Amy Douglas; Allison Downey; Grace Flowers; Julie Frey, APR, CPRC; Erin Morton, APR; Shelby Powell; Steve Shepherd; Katie Weitekamp, APR;

Members Absent— Kelly Donovan;

Call to Order—7:52 a.m.

Distribution of New Member Application(s)—No new member applications.

President's Report—Morgan Lee

Lee reported that Donovan is ill and will distribute the Treasurer's report via email.

The Holiday Party will be held on the evening of Tuesday, December 6, 2011 at the Thomas Center.

Lee thanked the Board for input and assistance with developing the budget.

Members reviewed the minutes from the September Board Meeting. Lee asked the Board to take note of action items in red. A motion to approve the minutes as presented was made by Frey, seconded by Aguiar and approved by a vote of the Board.

Treasurer's Report—Kelly Donovan

To be submitted via email.

The Treasurer Report was distributed via e-mail on Oct. 11, 2011. Aguiar made the motion to approve, Morton seconded and approved by a vote of the Board.

Outstanding Business—None

New Business—None

—Board Member/Committee Reports—

Past President/ Historian—Katie Weitekamp, APR

Weitekamp discussed planning the First Tuesday scheduled for November 1, 2011. IPR has canceled and she is pursuing two alternates 1) Jane Muir/Lindsay Brennan regarding Innovation Gainesville (iG) and the Innovation Hub or 2) Quenta Vettel/College of Journalism regarding reconnecting with the school, new innovations and collaboration opportunities. Members discussed potential parking issues, homecoming week activities, and the timeliness of the iG/Innovation Hub topic. Members noted that rather than reconnecting with the school, an alternate hook for the College of Journalism topic could be more effective. Weitekamp is working with Shelby Taylor, Communication Director at the Bob Graham Center, to host the First Tuesday on February 7, 2012 regarding the Civil Debate Wall.

A call for Member of the Year and Professional of the Year nominations will be coming soon, with the deadline to be set for prior to Thanksgiving. More information to follow via the FPRA email newsletter.

Vendor Relations—Kelly Donovan

Frey presented for Donovan. Frey distributed a draft sponsorship package. We are moving away from sponsorships of individual events to an overall chapter sponsorship format. This will help to increase the value of sponsor benefits and to improve stewardship of our sponsors. The goal is to secure one sponsorship at The

Campaign level, two sponsorships at The Press Kit level, and four sponsorships at The Impression level. Members discussed potential sponsors including Expo Source and New Horizons. A complete list of past sponsors will be distributed via email. Frey discussed the option to create sponsor-specific packages or adding additional event sponsors to keep as many options open as possible for potential sponsors. Donovan will take the lead on ensuring sponsorship benefits are met and which board members are identified to solicit potential sponsors.

Programs Director—Laura Aguiar, APR

Aguiar reported that Bob Williams, WCJB, is confirmed for the October luncheon. The November luncheon is a joint meeting with Ad Fed. The speaker will discuss graphic/visual note taking at meetings as opposed to traditional written minutes or notes.

Aguiar reported that she is still finalizing the contract with Sweetwater Branch Inn, which will include boxed lunches for our off-site luncheon in the spring.

Communications—Grace Flowers

Flowers reported on the virtual scavenger hunt. Website analytics reported 40 site visits, 31 unique visitors, and 30% new visits.

Flowers asked the Board to share relevant articles for social media posts. Frey noted that Facebook is a channel that we should congratulate and share news about members.

Community Relations—Allison Downey

Downey reported that the Community Relations Committee met and finalized the RFP for pro bono public relation work. Applications are due on October 31, 2011. The RFP announcement was distributed through the United Way listserv. The RFP will be distributed to the board via email and through the FPRA email newsletter. Once the selection is made the committee will work with the client through the end of the calendar year on identifying needs and objectives.

Downey is exploring the possibility of a joint community service project with PRSSA.

Downey has identified the Florida Museum as a possible venue for the Media Breakfast to be held in March/April of 2012 or during break week between spring and summer semesters. Weitekamp noted that Image Awards and PDS occur around the same time and should be considered when planning the breakfast.

Educational Services—Steve Shepherd

Shepherd thanked Donovan, Downey and Coulson for attending the PRSSA event last month. Although it did not go as planned there was still opportunity to engage students.

Shepherd discussed the need to adjust student membership application processing. Currently, they are submitted directly to the state office; however, students report no confirmation or follow up. Members agreed that copies of the membership applications should be submitted to the local chapter as well as to the state with payment. Shepherd will draft a letter to student applicants confirming receipt of their information and welcoming them to the chapter.

Shepherd reminded members that the PRSSA national conference this weekend in Orlando is hosted by the UF chapter. We have been asked to participate in support on Saturday, Sunday or both. Lee, Holmes and Shepherd currently plan to travel to the conference on Sunday morning and return that evening. Shepherd will email a reminder in case other Board members wish to join them.

Shepherd noted he is creating the Quiz for a Cause committee and needs members.

Electronic Media—Amy Douglas, APR

Douglas reported on an issue with posting events to the website; Piotrowski at PROiNK is working to correct the issue.

Member Services —Julie Frey, APR, CPRC

Frey distributed proposed revisions to policies governing the Chapter Membership Grant and James Terhune

Membership Grant. The largest changes involves moving the applications online. Once this is implemented, requirements that recipients become or remain active in the chapter will be added next year. Frey clarified that resumes are included with membership applications, not grant or scholarship applications. Members discussed several aspects of the James Terhune scholarship, including its origin, involving Terhune in recipient selection, and collecting more information to share with general membership.

A motion to approve changes to Chapter Membership Grant and Membership Scholarship as presented in the handout, with the removal of James Terhune from the selection committee was made by Shepherd, seconded by Morton and approved by a vote of the membership.

Frey noted that the deadline for application for both is October 24, 2011.

Frey will email the member engagement list for the Board to review. This list is to track who is active in both chapter and state levels.

Chestnut volunteered to be the greeter at the October luncheon.

President-Elect—Devon Chestnut

Chestnut reported that renewal rate is at approximately 25 percent; lower than anticipated. Chestnut will run a list of non-renewals for the Board to contact.

Professional Development Symposium—Amelia Bell, APR

Bell reported that PDS will be held on May 11, 2012 at the UF Law School and that this location is free. The theme will be the story of the brand, how to create brand ambassadors.

Image Awards—Shelby Powell

Powell reported that he has been in contact with the State Image Awards Director. Powell is also seeking one additional committee member.

Accreditation—Erin Morton, APR

Morton reported that there is an accreditation brown bag meeting this Thursday, October 13. Information has been distributed via email, FPRA email newsletter and the website. Study sessions will focus the first half of the year on the readiness review, Morton is working to identify speakers for the second have of the sessions.

Morton will be working with Frey regarding a CPRC info session.

Action Items:

Treasurer's report to be submitted via email. DONE

Flowers asked the Board to share relevant articles for social media posts. DONE

Shepherd will draft a letter to student applicants confirming receipt of their information and welcoming them to the chapter.

Frey will email the member engagement list for the Board to review. DONE

Douglas reported on an issue with posting events to the website; Piotrowski at PROiNK is working to correct the issue.

Agenda Items Membership Meeting— None

Announcements/Comments— October luncheon announcements will include grant/scholarship recipients and information about the November luncheon

Meeting Adjourned—8:58 a.m.

The next board meeting will be November 8, 2011 at Exactech.

Respectfully submitted,
Kevin Coulson