

**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes (corrected)  
Tuesday, September 13, 2011  
Exactech**

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

**Members Absent**—none

**Call to Order**—7:50 a.m.

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

**President's Report—Morgan Lee**

Lee distributed notes from the brainstorm activity conducted at the retreat.

Lee distributed information about the Emerging Trends in Advertising and Public Relations seminar scheduled for Thursday, September 15 at UF.

**Treasurer's Report—Kelly Donovan**

Donovan distributed the August Cover Sheet and Month-To-Date Budget to close out the previous board year; Member reviewed for accuracy.

A motion to approve the year-end budget reports was made by Aguiar, seconded by Lee and approved by a vote of the membership.

**Outstanding Business**—None

**New Business**—None

**—Board Member/Committee Reports—**

**Communications—Grace Flowers**

Flowers reported on the virtual scavenger hunt. Members who committed to providing prizes for this promotion were reminded to turn them in today. Frey suggested sending an email to membership in addition to Facebook posts.

Flowers asked Board Members to consider their advertising needs for the coming year.

**Community Relations—Allison Downey**

Downey reported that the Community Relations Committee has been formed and will be sending out pro bono request applications in the coming month.

**Educational Services—Steve Shepherd**

Shepherd invited Board Members to attend the PRSSA Skills Seminar on Wednesday, September 14 at 6:30pm at Turlington Hall, Room L007. This is an opportunity to speak on behalf of FPRA to PRSSA members. Shepherd will send an email reminder.

**Electronic Media—Amy Douglas, APR**

Douglas requested that any final edits to the website be made as soon as possible to ensure accurate information is available for the virtual scavenger hunt.

**Image Awards—Shelby Powell**

Powell is working to build the Image Awards Committee. He has reached out to the State Image Awards Director with some questions. Lee will follow up to ensure prompt response.

**Member Services —Julie Frey, APR, CPRC**

Frey reported that she is working on an attrition list of our membership to identify possible new or returning members.

The Membership Challenge is underway. The Board Member who recruits the most new members by December 1 will receive complimentary admission to PDS; second place will receive half-off admission.

Frey requested for Board Members to submit committee membership lists to her.

Members discussed having greeters at luncheons. The purpose is to welcome attendees, especially those who recently joined, and to identify potential new members. Weitekamp volunteered to greet in September. Frey will make a proposed schedule for the coming months. Lee, Aguiar and Donovan will be omitted from the schedule based on their duties at the luncheons.

**Past President/ Historian—Katie Weitekamp, APR**

Weitekamp is planning the next First Tuesday for November; working with the Institute for Public Relations regarding new research objectives as the topic. Please send her any suggestions for future topics.

**President-Elect—Devon Chestnut**

Chestnut reported that renewal letters have been sent out. Members can easily renew online. Please remind colleagues that it is time to renew their membership.

**Programs Director—Laura Aguiar, APR**

Aguiar distributed a luncheon schedule for the next three months along with potential speakers/topics. Members noted that case studies are generally good for luncheon topics.

**Professional Development Symposium—Amelia Bell, APR**

Bell reported that her committee has met and they are considering storytelling and content creation as overall themes. We will be partnering with the College of Journalism and Communications for the event.

**Accreditation—Erin Morton, APR**

Morton asked that Board Member interested in pursuing APR or CPRC contact her via email. She is creating a syllabus for the study sessions, with the first half of the year focused on the readiness review.

***Action Items:*****Agenda Items Membership Meeting— None**

**Announcements/Comments—** Donovan requested that those with expenses on the budget remain for a brief meeting after adjournment.

**Meeting Adjourned—8:21 a.m.**

The next board meeting will be Oct. 11, 2010 at Exactech.

Respectfully submitted,  
Kevin Coulson