

**Florida Public Relations Association  
Gainesville Chapter Board of Directors Meeting Minutes  
Wednesday, October 9, 2013  
Gainesville Regional Utilities**

**Members present** – Amelia Bell, APR; Florida Bridgewater-Alford, APR; Devon Chestnut, APR; Maria Copeland; Kevin Coulson; Amy Douglas, APR; Allison Downey; Kim Faenza; Julie Frey, APR, CPRC; Ginny Lawrimore; Anna Mikell; Kathy Richardson, APR; Scott Schroeder; Crystal Sutherland

**Call to order** – 7:49 a.m.

**New member applications** –

Frank Avery, Gainesville Area Chamber of Commerce  
Mary Beth Head, Two-Head Video, Inc.

**President's report – Julie Frey, APR, CPRC**

Approval of August & September minutes; Motion to approve, Bell. Second, Chestnut. Motion carried.

Announced 2013-2014 Board Chapter Challenge; recommendation to offer incentive to join a committee that's not in your area (10 points).

Board file sharing, will create a Dropbox account with gmail email account, test it out.

Membership meetings:

- October – Hosting membership mixer at Sweetwater Branch Inn, Oct. 17.
- January – Luncheon meeting at different venue, maybe Straughn Center? Sweetwater unavailable. More info to come.
- June – Change topic for media breakfast to a sponsorship/stewardship topic; discussed hosting during June luncheon jointly with Association for Fundraising Professionals (AFP) and increasing cost; still need to announce the slate in June; Board discussed that holding event separately would work best; Faenza agreed and will discuss further with her committee.

Chapter sponsorships – Increased Impression level from \$250 to \$300 and added booth at PDS; Frey will reformat for better understanding; will also be putting together a special \$500 packet for Edible Arrangements; Frey asked board to identify one or two companies to approach, send to Frey and Downey by October 17; reminder that sponsorship year is January 1 to December 31.

Holiday party to be held December 17 or 18; Bell, Copeland, and Chestnut to assist Frey in planning; could potentially host at Richardson's home

**Treasurer's Report – Amy Douglas, APR**

Doing very well YTD; Motion to approve budget, Sutherland. Second, Coulson. Motion carried.

**Outstanding business** – None

**New business** – None

**Committee reports**

**Professional Development – Crystal Sutherland**

February 28 at Straughn Center; members who attend chapter events will receive business card-sized reminder of PDS beginning at October mixer; members can turn in cards at PDS for prize giveaways; use email and social media for additional promotions, save cost on printing and postage this year by not mailing save the dates to membership.

**Programs – Florida Bridgewater-Alford, APR**

Set for October luncheon; met with AdFed to brainstorm ideas on potential presenters for November luncheon; considering State of Florida Visitors Bureau and their Spread a Little Sunshine Campaign.

**President-elect – Amelia Bell, APR**

Renewals due by Oct. 31; will be bringing policies to each meeting for board review and will vote at following month's board meeting.

**Educational Services – Maria Copeland**

PRSSA Mixer with FPRA at AHA Lab Oct. 16 at 6 p.m.

**Electronic Media/Communications - Ginny Lawrimore/Anna Mikell**

Mikell sending out board Q&A; send story ideas and/or content to Mikell and Lawrimore by Thursdays at noon including request for social media posts; board contact info is now up-to-date on chapter website; Lawrimore requested that board create a member benefit sheet for potential members.

**VP, Member Services – Kevin Coulson**

In conversations with several individuals for new membership; had ten applicants for scholarships; Community Relations committee will select non-profit grant recipient; Coulson will create committee to select Jim Terhune student scholarship.

**Past President – Devon Chestnut, APR**

Have 46 members currently who qualify to be a part of First Tuesday group; Chestnut to recruit group members and change name of the group; will consider having "platinum members" who have 20+ years in public relations; will need to start soliciting nominations for Member of the Year, Professional of the Year and Rising Star.

**Community Relations – Kim Faenza**

Having first committee meeting next week.

**Image Awards – Scott Schroeder**

Exchanging entries with Tampa chapter; will be hosting get-togethers for individuals to work on entries.

**Secretary – Allison Downey**

None

**Accreditation – Kathy Richardson, APR**

Had first meeting for prospective APRs on October 3; next meeting on October 29; Richardson in contact with Rod Hemphill to talk about recruiting potential CPRC candidates.

**Vote on New Member Applications – Motion to approve, Bell. Second, Schroeder. Motion carried.**

**Adjourn – 9:16 a.m.**