

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, March 12, 2014
Cox Communications**

Members present – Devon Chestnut, APR; Maria Copeland; Kevin Coulson; Allison Downey; Julie Frey, APR, CPRC; Ginny Lawrimore; Anna Mikell; Peveeta Persaud, APR; Kathy Richardson, APR; Scott Schroeder; Crystal Sutherland

Members absent – Amelia Bell, APR; Florida Bridgewater-Alford, APR; Amy Douglas, APR

Call to order – 7:51 a.m.

New member applications –

Diana Markovits, GRU

Tiffany Small, GRU

Approval of minutes – Motion to approve, Chestnut. Second, Schroeder. Motion carried.

President's report – Julie Frey, APR, CPRC

Welcome Peveeta Persaud, APR to the board as community relations liaison; Frey would like to hold a mid-year board retreat. Schroeder recommended hosting at Marketing Mud. Frey will send a Doodle poll for board availability; Congratulations to Copeland on a very successful Quiz for a Cause; Congratulations to Sutherland on a very successful PDS; Official name of scholarship will be Kim Faenza FPRA Membership Scholarship. Frey reached out to past presidents and all agreed it was a great way to honor Kim; Frey will be inviting Kim's husband to April luncheon to roll out the scholarship.

Wrap-up from state board meeting -- Frey said that Capital Chapter hosts an ER for PR event where senior members hold round table discussions with non-profit organizations locally. May be something we consider for next year; Frey said that state needs to raise dues by no more than \$25; State said individual chapters have the opportunity to use the state's GoToMeeting account should we have any chapter-wide webinar needs; Chapter will be nominating Lawrimore to 2014 Rising Leader class; Celebrating 50th anniversary of the APR this year; State is incorporating a PR boot camp track in this year's annual conference; Looking into creating a member testimonial video; Golden Image is all electronic this year. State will be hosting a workshop to walk through the process; Frey asked board to consider contributing to the FPREducation Foundation.

Treasurer's Report – Julie Frey, APR, CPRC on behalf of Amy Douglas, APR

Had a very successful PDS, but missed budget by \$1,200. Will need to make that money up somewhere; Also need \$1,500 more in chapter sponsorships. Frey asked board to reach out to vendors and contacts to recruit new sponsors; Frey recommended moving member scholarship expense for Annual Conference to Educational Services budget so Quiz for a Cause income covers that expense. Copeland would like to also provide annual membership scholarships to students as well as PDS tickets next year to increase student involvement; Frey asked board to let her and Douglas know of any expenses that are budgeted for but won't be used.

Approval of budget – Motion to approve, Chestnut. Second, Downey. Motion carried.

Outstanding business – None.

New business – None.

Committee reports

Image Awards – Scott Schroeder

Received 12 entries. Twelve was the goal. May consider having a conversation with the state about the requirements of submitting an Image Award since number of entries is so low state-wide. Didn't spend any money on workshop or postage. Danny Kushner (state VP of chapter services) will be attending and speaking at Image Awards luncheon. Moving Past Presidents' recognition to August luncheon.

Programs – Julie Frey, APR, CPRC on behalf of Florida Bridgewater-Alford, APR

Speaker is booked for March luncheon from Career Resource Center.

Accreditation – Kathy Richardson, APR

Had one person go through readiness review process. APR study sessions are beginning soon. Three CPRC candidates going through process right now.

Community Relations – Peveeta Persaud, APR

ACORN Clinic: Social Media Subcommittee: The social media subcommittee, chaired by Ginny Lawrimore, met on Feb. 25 to kick off planning for upcoming work with ACORN Clinic. The five-member subcommittee will include content in three major areas: Social media analysis; Social media strategy; and a competitor analysis. The subcommittee will meet again on March 26 to go over content outlines.

Communications Subcommittee: The communications subcommittee, chaired by Rod Hemphill, met on Feb. 25 to create a work plan. The subcommittee's purpose is to review and evaluate ACORN Clinic's existing public outreach products and tools, excluding social media; and design an effective communications plan that can be executed by ACORN staff and volunteers. A communications audit is underway and current materials have been requested from the clinic's executive director, Candice King. The subcommittee will then meet with King to conduct fact-finding for additional opportunities.

Event Subcommittee: The event subcommittee, chaired by Nickie Doria, APR, will meet in March to construct a plan for the anniversary event. Doria will reach out to King in advance to gather background information and details prior to the subcommittee meeting. The group will also survey membership in March to identify members with experience in planning anniversary events who can assist;

The media breakfast or other spring event is also chaired by Nickie Doria, APR. An electronic survey was sent to past media breakfast attendees; there were 11 respondents. Attendees of the Feb. PDS were also surveyed. The entire community relations committee will assist with the event. The group will meet to review the surveys by March 26, and will decide upon the event format, assign roles and discuss event details;

The 2012-13 Community Relations Committee, spearheaded by Ginny Lawrimore and Rod Hemphill, submitted last year's committee report, the Alachua County Farmers' Market PR Proposal as an entry in the Gainesville Chapter's Image Awards;

Unity PR Association, or UPRA, a new public relations pre-professional organization on the University of Florida campus requested a speaker from the community relations committee to address their membership. Rod and Peveeta will visit with the group on Tuesday, March 18.

Past President – Devon Chestnut, APR

Preparing to accept nominations for next year's board and putting together nominating committee. Planning a seasoned professional meeting for the first week in April.

Electronic Media/Communications - Ginny Lawrimore/Anna Mikell

Deadline for Business Report stories is first Wednesday of each month. Trying to get more momentum around #FPRAProbs hashtag.

Secretary – Allison Downey

Will send a script or draft email to board for recruiting sponsors.

Educational Services – Maria Copeland

Made budget this year with the Quiz for a Cause event. Will be sending thank you cards to team captains with photo of their team.

Professional Development – Crystal Sutherland

Received very positive feedback from PDS attendee survey. Venue was successful, but some people asked for more breakout sessions. Need to consider whether or not paying for a speaker is something that can be done each year.

VP, Member Services – Kevin Coulson

Nothing new to report.

President-elect – Julie Frey, APR, CPRC on behalf of Amelia Bell, APR

Bell will be bringing more policies to the board for review.

Vote on new member applications – Motion to approve, Mikell. Second, Douglas. Motion carries.

Agenda items for membership meeting – Image awards luncheon announcement; Thank you to Quiz for a Cause participants; APR study session announcement; New member pinnings.

Adjourn – 9:23 a.m.