

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, May 14, 2014
Cox Communications**

Members present – Amelia Bell, APR; Florida Bridgewater-Alford, APR; Devon Chestnut, APR; Kevin Coulson; Allison Downey; Julie Frey, APR, CPRC; Ginny Lawrimore; Kathy Richardson, APR;
Members absent – Maria Copeland; Amy Douglas, APR; Anna Mikell (excused); Peveeta Persaud, APR; Scott Schroeder; Crystal Sutherland (excused)

Call to order – 7:53 a.m.

New member applications –

Ryan Gerds, APR, CPRC; RTI Surgical
Cathy Hackl, Ellas²
Tiffani Stephenson, University of Florida Performing Arts

Approval of minutes – Motion to approve, Chestnut. Second, Bridgewater-Alford. Motion carries.

President's report – Julie Frey, APR, CPRC

Bell, Chestnut and Coulson attended state board meeting, reported that changes are being made to the membership application whereas pro-rated rates will only be available to new members and not to existing members, state board voted that membership rate will be increased by \$5, Annual Conference in 2015 will be held at the Orlando Omni Hotel, Golden Image deadline is Friday, FPRE foundation is selling foam bricks for \$25 to be displayed at Golden Image to raise money for the foundation, benchmark surveys are also coming out shortly; Frey reminded board of chapter challenge, including registrations to conference, offered 25 bonus points for activities report by May 21 (e.g. activities beyond typical board position).

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

FPRA coffee mugs have been purchased and will come out of administrative budget.

Approval of budget – Motion to approve, Coulson. Second, Bell. Motion carries.

Outstanding business – None.

New business – None.

Committee reports

Community Relations – Peveeta Persaud, APR

Committee met with ACORN Clinic to review the work of the subcommittee, plan to have report completed by June 15 and will present findings to ACORN; Media 101 flier was created by City of Gainesville, board agreed that all logos should be left as-is, Bell recommended specifying that breakfast will be continental and increasing cost of non-FPRA members to \$30, Lawrimore recommended reaching out to sponsors to request door prizes, Bell recommended removing Celebrations Catering and Indigo Design as sponsors on flier since they're not a chapter sponsor and are not directly involved in Media 101 event.

Programs – Florida Bridgewater-Alford, APR

Officially transitioned from Survey Monkey to Wufoo for registrations; 57 total in attendance at April luncheon; May 15 hosting Professor Sandra Chance at luncheon on copyright and social media, May is also joint AdFed luncheon; June 19 hosting Dean Diane McFarlin from UF College of Journalism and Communications; October potentially hosting director of public relations from NASA, Lisa Malone; Frey

would like to invite Kathy Giery, APR, CRPC to speak for a few minutes at July luncheon in honor of the 50-year anniversary of the APR.

Past President – Devon Chestnut, APR

Board nominations are due on May 20. Nominating committee will meet shortly after.

President-elect – Amelia Bell, APR

Bell added quorum language to bylaws (attached), as recommended by state. Quorum will be defined as 10 percent of membership.

Vote to approve quorum language in bylaws as recommended – Motion to approve, Richardson. Second, Coulson. Motion carries.

Bell recommended inviting Lisa Malone to meet with seasoned professional group while in town.

VP, Member Services – Kevin Coulson

None.

Accreditation –Kathy Richardson, APR

Erin Morton, APR recently received her CPRC. APR study sessions are going well, and Richardson has a strong list of candidates for APR next year.

Electronic Media/Communications - Ginny Lawrimore

Reminder to send all eNews announcements to Leah Craig and Lawrimore; Bell to start working on conference scholarship so they can be announced to chapter; Lawrimore still working on edits and additions to website; All chapter passwords have been changed following Heart Bleed issue; still need to have a conversation about using Google Docs/Dropbox and obsoleting/transitioning old files.

Image Awards – Julie Frey, APR, CPRC on behalf of Scott Schroeder

Ordered awards. Image met their goals and ended up in the positive with an income of \$350.

Educational Services – Julie Frey, APR, CPRC on behalf of Maria Copeland

Working out final details on scholarship.

Secretary – Allison Downey

None.

Professional Development – Julie Frey, APR, CPRC on behalf of Crystal Sutherland

None.

Vote on new member applications – Motion to approve, Chestnut. Second, Richardson. Motion carries.

Agenda items for membership meeting – CPRC pinning, board nominations, Media 101 event.

Adjourn – 9:19 a.m.

Florida Public Relations Association Gainesville Chapter Bylaws

ARTICLE I – NAME AND HEADQUARTERS

- Sec. 1 The name of this chapter shall be the Gainesville Chapter of the Florida Public Relations Association
- Sec. 2 The headquarters will be at the office or home of the Chapter President.

ARTICLE II – ~~OBJECTIVES~~GOALS

The ~~objectives~~ goals of this organization shall be:

- a. To promote the highest standards of professional public relations ethics;
- b. To promote and enhance the image of the public relations profession throughout the State of Florida;
- c. To provide a forum for the effective exchange of public relations knowledge, trends, ideas and innovations;
- d. To provide members with direct channels of communications with other public relations professionals throughout the region and the State of Florida;
- e. To keep members informed of any actions, legislative or general, which may affect the public relations profession;
- f. To promote the best interests of the region and the State of Florida in such a way that all will benefit; and;
- g. To coordinate common interests by working in unison with the State Association.

ARTICLE III – MEMBERSHIP

- Sec. 1 Membership in the Gainesville Chapter shall be open to members in good standing of the Florida Public Relations Association who either work or reside in Alachua County or a neighboring county which is not served by another FPRA Chapter.
- Sec. 2 The membership categories shall be the same as directed by the Florida Public Relations Association's State Board of Directors.
- Sec. 3 Admission of all applications for membership shall be by a majority vote at any meeting of the Board of Directors, or in such other manner as the Board of Directors shall determine. Such action will be taken within 30 days of submission of application. The application will then be forwarded to the State Office for final action.
- Sec. 4 The Standards for admission, removal of members, or reinstatement of members, shall be the same as directed by the Florida Public Relations Association's State Board of Directors.
- Sec. 5 A member may resign from the Chapter, but still retain membership in the State Association by filing a written resignation with the Chapter President and the State Association's Executive Director. Such a resignation shall not relieve the member from obligation to pay any accrued and unpaid charges from the Chapter.

ARTICLE IV – DUES

- Sec. 1 The dues and admission fees will be established by the Florida Public Relations Association State Board of Directors.

ARTICLE V – MEETINGS OF MEMBERS AND VOTING

- Sec. 1 The meetings of the Gainesville Chapter will be held at the convenience of the members; however, at least one meeting will be held within each calendar quarter.
- Sec. 2 The designation of time and place of each meeting shall be made by the Chapter President.
- Sec. 3 Unless otherwise designated by the President; each member shall pay his or her own portion of incurred expenses, which shall be specified in advance. If a reservation is made for a meeting and the member then does not attend, the member shall pay any costs that such reservation incurred (such as meal guarantee).
- Sec. 4 The Chapter Board of Directors may cancel any meeting for cause.
- Sec. 5 The meetings and proceedings of the Chapter shall be regulated and controlled according to *Robert's Rules of Order* (newly revised) for parliamentary procedures, except as may be otherwise provided by these Bylaws.
- Sec. 6 Formal notice of any meeting of the Chapter at which official Chapter business is to be transacted shall be provided to each member within 30 days of the meeting date.
- Sec. 7 At all meetings of the Chapter, each voting member shall have one (1) vote and may take part and vote in person only. Unless otherwise specifically provided by these Bylaws, a majority of those voting members present and casting a vote shall govern.
- Sec. 8 On any mail vote, at least twenty percent (20%) of all eligible voting members must cast a ballot within twenty (20) days from the mailing of such a ballot, for such mail vote to be effective.
- Sec. 9 At any meeting where Chapter business is being conducted, a quorum shall consist of ~~fifty-ten~~ percent (150%) to the voting members registered for said meeting, provided that no less than ten (10) voting members are present.

ARTICLE VI – BOARD OF DIRECTORS

- Sec. 1 The executive officers of this Chapter shall be the President, President-Elect, Vice President/Member Services, Secretary, Treasurer and Immediate Past President. The remaining board shall be comprised of at least two, but no more than 10 Directors, all to be elected by the membership. These executive officers and directors shall constitute the Chapter Board of Directors.
- Sec. 2 These executive officers and directors shall be nominated by a committee appointed by the Chapter President three meetings prior (in June) to the next fiscal year of the Florida Public Relations Association. The election shall be by a vote of the members in attendance at the subsequent (July) meeting.
- Sec. 3 Executive officers and directors shall take office at the Chapter meeting held in the first month (September) of the new year.
- Sec. 4 No member of the Chapter Board of Directors may knowingly serve a partial term. Unanticipated vacancies of any elective office with the exception of President and/or President-Elect may be filled for the balance of the term by the Chapter Board of Directors at any regular or special meeting. In the case of a vacancy with the President and/or President-Elect, the nominating committee will convene to appoint a qualified member to fulfill the balance of the term to ensure the leadership track is maintained. The Chapter Board of Directors, in its discretion, by a two-thirds vote of all its members, may remove any officer from office for cause.

Sec. 5 A quorum is defined as no less than fifty percent of the board members plus one. To hold a vote, a quorum must be present.

ARTICLE VII – DUTIES OF BOARD OF DIRECTORS

- Sec. 1 The President shall preside at all meetings of the membership and of the Board of Directors; enforce observance of and adherence to the Bylaws; offer for consideration all motions regularly made; apportion and assign duties in advance; call all special meetings; appoint all committees; and perform such other duties as the office shall require.

The President shall introduce no motion nor shall the President vote on any question, except in the event of a tie vote. The President shall be the Chapter's first representative on the State Board of Directors. The President shall provide an official address for the Chapter's headquarters.

- Sec. 2 The President-Elect shall automatically succeed to the presidency. The President-Elect shall arrange for an audit of the Chapter's books at the close of the fiscal year. The President-Elect shall actively assist the Vice President/Member Services with planning and implementation of member retention efforts. The duties of the President-Elect shall be as delegated by the President and the Board of Directors. The President-Elect shall perform the duties of the President in the event of the latter's inability to serve. The President-Elect shall be the Chapter's second representative on the State Board of Directors. The President-Elect shall conduct an annual membership survey, review chapter by-laws with the assistance of the Immediate Past President, maintain the chapter's Policy Manual and coordinate additions and change to the policies as needed.

- Sec. 3 The Vice President/Member Services shall see that accurate records are kept of all members and shall prepare a monthly report listing applicants for membership and their qualifications, to be voted on at the Board Meeting. The Vice President/Member Services shall create, plan and implement all new member recruiting events. ~~The Vice President/Member Services shall oversee the directors responsible for member services (Community Relations, Programs, Educational Services and PDS).~~ The Vice President/Member Services shall have served on the Board of Directors for one year prior to being nominated to this office. The Vice President/Member Services shall be responsible for all such other duties and activities as the President may assign. The Vice President/Member Services shall not automatically succeed to President-Elect.

- Sec. 4 The Secretary shall keep a record of the minutes of the meetings of the Board of Directors and of actions voted on at meetings of the Chapter. The Secretary shall have served on the Board of Directors for one year prior to being nominated to this office. The Secretary shall serve as a back-up to the Treasurer. The Secretary shall assume such other duties as the President may assign.

- Sec. 5 The Treasurer shall keep an accurate record of all monies, debts, and obligations of the Chapter; receive all monies and deposit same in the Chapter accounts at recognized financial institutions; make all payments of the Chapter, as approved by the Board of Directors, from Chapter funds; sign all checks, drafts, notes or other orders for payment in the name of the Chapter; give an accurate report of the financial status of the Chapter at each meeting of the Board of Directors and, if so requested at any meeting of the Chapter membership. The Treasurer shall actively oversee the chapter's Vendor Relations duties and shall update and maintain the chapter sponsorship levels and vendor relations policy, provide oversight to the vendor relations sub-committee, actively participate on the sub-committees responsible for bringing in revenue (PDS and Image), foster and maintain relationships with all established vendors, including ensuring that all sponsors receive the benefits stated and report progress to the Board of Directors at the monthly meetings. A member shall serve no more than two consecutive terms as treasurer and have served on the Board of Directors for one year prior to being nominated to this office.

The Treasurer shall give bond, at the expense of the Chapter, if required by the Board of Directors, and perform such other duties as the President may assign.

- Sec. 6 The Immediate Past President shall maintain an accurate [history](#) and provide the historical perspective to the board and membership. The Immediate Past President shall plan and implement programs for the senior public relations professionals; assist in the annual review of chapter bylaws with the President-Elect; oversee nominations, awards and presentations for the Member of the Year, ~~and the Professional of the Year~~ [and the Rising Star](#), ~~and act as a backup treasurer~~. The Immediate Past President shall assume such other duties as the President may assign.
- Sec. 7 The Chapter Board of Directors shall serve as a policy-making group. It may not authorize expenditures in excess of the current amount in the treasury. The Board shall meet prior to regularly scheduled Chapter meetings or at the request of the President or three Board Members.
- Sec. 8 Absence: Any elected officer or director who shall have been absent from three (3) consecutive regular meetings of the Board of Directors, or any four (4) meetings within the fiscal year, without being excused by a vote of the Board, shall automatically vacate the seat on the Board of Directors and the vacancy shall be filled as provided in these Bylaws. However, the Board of Directors shall consider each absence of an elected officer or director as a separate circumstance and may expressly excuse such absence by affirmative vote of a majority of its members.

ARTICLE VIII – COMMITTEES

- Sec. 1 The President shall appoint, with the approval of the Chapter Board of Directors, a nominating committee of no fewer than five members, to include the most recent Gainesville Chapter Past President, who is still a member of the chapter. This same Gainesville Chapter Past President should serve as chair of the nominating committee.
- Sec. 2 The President shall, with the approval of the Chapter Board of Directors, appoint such other special committees, subcommittees or task forces as are necessary and which are not in conflict with other provisions of these Bylaws, and the duties of these committees shall be prescribed by the Chapter Board of Directors upon appointment.
- Sec. 3 Past President’s Council – This council will be composed of any former president of the Gainesville Chapter of FPRA [who is still a member of the Gainesville Chapter of FPRA](#). The Council will be chaired annually by the Immediate Past President. In the absence of such a person, the Council will elect a chair. The Council shall meet at least once a year, for the purpose of preparing a formal report to the Board of Directors on the State of the Chapter. The secondary purpose of the Council is to provide an annual review of the Bylaws to ensure their relevance and effectiveness. The Council also shall be called upon or convened for advice and recommendations on any Chapter matters as requested by the Board of Directors.

ARTICLE IX – FISCAL YEAR

- Sec. 1 The fiscal year of the Gainesville Chapter shall be from September 1 to August 31 to coincide with the chapter leadership year.

ARTICLE X – FINANCE

- Sec. 1 The Board shall adopt by the second month of the fiscal period an annual operating budget covering all activities of the Chapter.
- Sec. 2 A member can serve no more than two consecutive terms as treasurer.
- Sec. 3 The Gainesville Chapter president should review the original bank statement.
- Sec. 4 Two signatures are required on checks over \$250.

ARTICLE XI – AMENDMENTS TO THE BYLAWS

Sec. 1

Sec. 1 These Bylaws may be amended by a two-thirds vote of the qualified voting members of the Gainesville Chapter who are present at any meeting of the membership which has been properly called and held.

ARTICLE XII – DISSOLUTION OF CHAPTER

Sec. 1

In the event of the dissolution of the Gainesville Chapter, all money in the chapter treasury will revert to the State Association.