

**Florida Public Relations Association
Gainesville Chapter Board of Directors Meeting Minutes
Wednesday, July 9, 2014
Cox Communications**

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

Members absent – Maria Copeland

Call to order – 7:47 a.m.

New member applications –

Mary Anne Eades, Liquid Creative Studio
Mallory Thompson, Gainesville Area Chamber of Commerce

Approval of minutes – Motion to approve, Bell. Second, Douglas. Motion carries.

President's report – Julie Frey, APR, CPRC

Gainesville chapter won this year's chapter challenge; Frey to send out directions on board challenge and will hand out gift cards to winners at August board meeting; Reminder to schedule a meeting with counterpart on incoming board to pass notebooks; Next board meeting (joint meeting) has been moved to August 6 so it doesn't conflict with Annual Conference; Reminder to please review budget regularly as we're moving into the end of the year; Requested that board members upload all relevant files to Dropbox.

Treasurer's Report – Amy Douglas, APR

At 86 percent of budgeted income, and expenses are running low.

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

Outstanding business – None.

New business – None.

Committee reports

Programs – Florida Bridgewater-Alford, APR

Total attendance at June luncheon was 35; Devon Chestnut, APR, to present at July luncheon; Roger Penn, incoming state president elect, will be here in August to install chapter board.

President-elect – Amelia Bell, APR

Thanks to all board members who have met with their incoming board counterpart already; Member survey is going out shortly after Annual Conference. Bridgewater-Alford recommended we add a question to survey that asks what topics members want to hear at monthly luncheons (offer categorical options in addition to open-ended question); Will vote on finance policy in August.

VP, Member Services – Kevin Coulson

Have two new member applications.

Past President – Devon Chestnut, APR

Chapter will vote on board slate at July luncheon and board will be installed in August; Still planning to host a seasoned professional meeting; Working to finalize video that chapter members recorded earlier in the year; Will be scheduling past-presidents council meeting in August.

Community Relations – Peveeta Persaud, APR

Held the Summer Media Splash on June 14 and had approximately 40 attendees. Partnership with City of Gainesville was successful, and they are interested in partnering with us again next year. Post-event survey responses were very positive; Rod Hemphill and Ginny Lawrimore created final report for ACORN Clinic and will be presenting it to executives and staff at the Clinic soon.

Electronic Media – Ginny Lawrimore

Experiencing website issues on the backend with host organization. Website is still functioning but cannot get access to edit; Lawrimore and Mikell met jointly with incoming board counterparts to discuss how the functions work together. Will also be holding individual meetings.

Communications – Anna Mikell

Business Report articles are scheduled through August.

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

Frey will touch base with Copeland re: student scholarships.

Accreditation – Kathy Richardson, APR

Colleen Raccioppi has received her APR and will be recognized at August luncheon as well as in eNews.

Image Awards – Scott Schroeder

Schroeder working with winners to coordinate ordering of duplicate awards; State will invoice chapter, and winners will pay chapter in cash or check to avoid fees associated with PayPal or Square; Schroeder reported he has already met with incoming Image Director and passed historical binders.

Secretary – Allison Downey

Starting to work with Douglas to transition treasurer responsibilities.

Professional Development – Crystal Sutherland

Has met with incoming professional development director. Will be uploading historical files to Dropbox.

Vote on new member applications – Motion to approve membership application for Mallory Thompson, Bell. Second, Chestnut. Motion carries.

Motion to conditionally approve Mary Anne Eades membership application pending addition of her resume, Coulson. Second, Richardson. Motion carries.

Agenda items for membership meeting – Vote on board slate; Vote on bylaws; Announce Annual Conference deadline.

Adjourn – 8:57 a.m.