



**PRSA- Orlando Chapter
Board of Directors 2006 Planning Meeting
January 4, 2006 4-7:30 pm
Offices of Consensus Communications**

Attendees: Andrea Finger, Kathy Harper, Dawn Vaughn, Mason Moore, David Brady, Michelle Lynch, Scott Toncray, Dan Ward, Kena Lewis, Christy Murchison, Lorelei Johnson, Michael Ertel, Hue Lien Duxbury, Ray Gilmer, Betty, Geri Evans

I. Welcome / Introductions

II. Overall Goals/ Chapter update—Andrea Finger

Goals for the Chapter in 2006 are to repair the Chapter finances, review Chapter bylaws and revise as needed, build trust with members, develop ideas for Chapter fundraisers and diversify Chapter involvement. An Audit Committee will be formed with the objective of reviewing the Chapter's finance issues.

Motion made by Betty Jore to send a letter to National that outlines the Chapter plan in regard to the embezzlement. **Who seconded??**

Motion made by Michael Ertel and seconded by Betty Jore to appoint an Audit Committee to be charged with review of the Chapter's finance issues

Motion made by Ray Gilmer, **(seconded?)** Motion passed to ask for legal counsel in the finance issue

Motion made by Ray Gilmer, **(seconded?)** Motion passed that statements will be added to the Treasury Report as an interim measure; the treasurer will make out checks and the President will sign. The executive board will review statements and the Treasury report will include a detailed statement.

III. Administration—Hue Lien Duxbury

Bylaws will be posted on the Chapter website for transparency.

IV. Membership-Mason Moore

Presently, Moore will handle Recruitment and Scott McCallum will manage Retention. Currently, there are 189 members (including prospects) and 175 Chapter members. Membership survey will go out in the first quarter.

V. Programs—Kena Lewis & Kathy Harper

Discussion focused on the need to diversify membership offerings – breakfast, evening events, professional development, teleseminars, etc., development of sponsorships for monthly programs, location and cost of the luncheons, and program topics. Michael Ertel and Dan Ward volunteered to co-chair Sponsorships for the organization. Programs, Membership and Accreditation will work together on the Membership Survey.

VI. Communications – Scott Toncray (ATTACHED)

06' Plan submitted by Scott Toncray

VII. Website – David Brady

General discussion on ideas for expanding the website

VII. Accreditation-Dawn Vaughan

Chair has developed Accreditation survey questions that will be included in the overall membership survey. Will look to recognize newly accredited members in a luncheon program and will promote the process in the monthly newsletter.

VIII. Miscellaneous

Board of Directors meetings will be held on the first Tuesday of the month at 8:30a at the office of Consensus Communications