



**PRSA- Orlando Chapter
Board of Directors Meeting
November 7, 2006 8 – 9:30 a.m.**

Attendees: Andrea Finger, Lorelie Johnson, Bette Jore, Geri Evans, Peter Scott, Dawn Vaughan, Allen Moore, Heather Kinghorn, Dan Ward, Scott Toncray, Christy Pain, Michelle Lynch, Becky Niemann, Cluny McCaffrey, Kena Lewis

I. Administration – Andrea Finger for Hue Lien Duxbury: Scott made a motion to approve the minutes from October 2006 and Dawn seconded. Motion was approved.

II. President’s Report – Andrea Finger: After working with Susan Ennis and others throughout the state, decided the best approach to responding to the Sentinel’s negative editorial on public relations is to take a long-term approach aimed at educating, sharing and informing the media and public about the profession, as opposed to a short-term My Word column or letter to the editor. Use the opportunity to go out with our organizations and talk about the importance of public relations, its impact on the community (i.e.: CrimeLine), show that the profession is involved with much more than media relations. Geri suggested we work with the membership to determine how many times we interact with the Sentinel in a week, and somehow share this with the Sentinel.

III. Assembly Report – Dan Ward and Geri Evans: Leaving for Salt Lake City Friday morning, and want to make sure votes are representative of the chapter. Sunshine District is not taking a unified stand this year. (Total cost to send Dan and Geri to the conference will be approximately \$1,400 -- \$1,500.)

- Amendment 1 bans all proxy voting; recommend voting no – look for a middle ground. Key point to consider: how will PRSA conduct Assembly votes in the future?
- Amendment 2 is related to 1, and involves a complex plan for electing officers and filling in officer positions in case a natural or national emergency prevents a meeting of the assembly delegation to vote in a timely manner in person; recommend voting no, but will listen for compelling arguments.
- Amendment 3 allows PRSSA members to join PRSA if they meet certain criteria; recommend voting yes.
- Amendment 4 establishes a delegate for international PR professionals outside the United States and Canada; recommend voting yes.
- Amendment 5 gives more power and policy decision-making to assembly delegates; recommend voting no.

- Amendment 6 changes the Board composition to reflect geography and credentials; recommend voting yes.
- Amendment 7 changes the length of serving on the nominating committee to no more than two consecutive years; recommend voting yes.
- Amendment 8 changes title from Board President to Chairman; recommend voting yes.

IV. Finance -Peter Scott and Christy Pain: Last month, the Chapter had \$18,736.56 on hand; made \$4,407.30. PRSA made \$1,292 from Ultimate Mixer and \$1,720.30 from the Media Roundtable. Current balance: \$20,759.67. End of June, chapter was \$764 in deficit; now, chapter is up \$1,833.48. Discussion of raising costs of luncheon – past membership survey reveals members aren't very opposed to a slight increase. (Per Lorelie after the meeting: FPRA has increased its prices ONLY for nonmembers; special events are an exception). If we bring in our own AV equipment, it saves about \$400/month, also need to work on getting more sponsorships.

V. Programs – Kena Lewis: Ultimate Mixer a success – all four organizations really worked together; total attendance was about 160 (included sponsors' complimentary admission). November with Rick Walsh, sponsored by Walt Disney World Resorts and Florida's Blood Centers – only 5 RSVPs, but the event has not yet been promoted. December: Honoring past presidents – out of 23 living past presidents, only one has declined (Ray Gilmer) and three have not yet responded: Randy Berridge, Diane Taylor and Roy Reid. All past presidents receive complimentary admission. Meeting will have a business aspect, honor current board members, and past presidents will receive small honorarium. Kena will work on sponsorship for the December meeting – will first try VH1. Looking for ideas on fun things to do at the meeting. Citrus Club is booked for 2007 (all months except July and October). Kena will work with incoming program chairs, if necessary, to help with January's program.

V. Sunshine District Conference Update -- Lorelie Johnson and Dawn Vaughan: Recently had a meeting to go over information Lorelie received from other districts and national. Dawn is charged with the conference committee, will lead the meetings. Conference is July 26-28. Bette Jore moved to amend October's minutes to reflect the correct date. Dawn seconded; motion was approved. Looking for volunteers to serve on conference committee; contact Dawn or Lorelie if interested. Promote in newsletter.

VI. Scholarship – Lorelie Johnson: Hue Lien Duxbury will serve as Scholarship Chair for 2007.

VIII. New Items -- Andrea: No board meeting in December. Retreat for new Board will be mid-December, per Lorelie.