



**PRSA Orlando
Board of Directors Meeting
January 4, 2007
8 – 9 a.m.**

Attendees: Dawn Vaughan, Laura Richeson, Hue Lien Duxbury, Geo Morales, Jessi Blakely, Lorelie Johnson, Andrea Finger, Scott Toncray, Peter Scott, Sabrina Heise, Kena Lewis, Heather Kinghorn, Christy Pain, Becky Niemann

I. Administration – Heather: Dawn made a motion to approve the minutes from the 12/13/06 Board of Directors retreat. Hue Lien seconded. Minutes approved. Contact info sheet passed around to update.

II. President’s Report – Lorelie: Update your membership and committees with National to ensure you receive proper communication from PRSA. Kena will find the sheets for you to send to national. If you transitioned positions or are new to the board, you need to fill one out.

III. Finance – Peter and Geo: We began 2006 with \$3,400 in our account – this year, we begin with more than \$11,000. After we receive the dues check, it may increase to more than \$12,000. We made about \$1,800 in programs last year, with 666 attendees. Total revenue in 2006: \$20,000. Total Expense: \$18,900. Plan to forecast again this year; last year, we were only off the mid-year forecast by \$81.23. For 2007, finance will consolidate the two reports into one. Also need to change the signature cards at the bank. Regarding the PayPal issue: resolved. We should be okay to use PayPal for January’s meeting; will compare Sabrina’s list with the PayPal generated list to see if there are any discrepancies.

IV. Programs – Sabrina: January’s meeting will be a panel discussion on public v. private PR. Nine people have already registered; expect more after the newsletter drops. There is also a pdf flyer on the Web, and Sabrina and Kena have Word docs. February: plan to have a joint meeting with FPRA focusing on election wrap-ups. Would like to bring in the press secretary from Crist’s campaign. Location is still TBD, but Citrus Club is booked and is less expensive than other options. Would like to have three joint meetings/year with FPRA (Ultimate Mixer, Media Roundtable + 1). PRSA tentative program schedule: Media Roundtable and District Conference in July; Ethics Panel in

September; Ultimate Mixer in October. Looking into a behind-the-scenes tour at iVillage Live at Universal in April. Want one focused meeting on non-profits, possibly Mark Brewer, the CEO for Community Foundation. Looking for a high-profile speaker again (like Carmine Gallo) – any ideas? Open to suggestions for other hot topics and speakers.

V. Communications – Kena: Six people on the committee: Terryl McLane – newsletter; Tongelia Milton – 10 Minutes/10 Questions; C.J. Drake – external; David Brady – Web site; Michelle Lynch – Job Bank. Plan to stay close to the 2006 distribution schedule: newsletter drops the first Wednesday following the board meeting, meeting reminders drop two Fridays and one Monday prior to the program. Newsletter layout: President’s Message, Program, New Members, Freelance Writers, Job Bank, APR Feature, 10 Minutes/10 Questions, District Conference.

V. Accreditation – Laura: Kick-off for spring accreditation program on February 28, 6 – 8 p.m. at Bennet & Co. All APRs and interested candidates are invited. Will distribute a save-the-date flyer at the luncheon. APR timeline: Written submissions due April 6; Readiness Review April 27.

VI. Membership – Scott and Jessi: Plan to start membership directory in February. Still connecting with National to stay informed of membership offers. Sabrina will provide Scott with a packet of applications for the luncheons, and she will provide Scott and Jessi with an RSVP list showing who is not a local member.

VIII. Professional Development – Christy: Would like to host bi-monthly small meetings at little or no cost to members, possibly breakfasts or brown-bag lunches. Plan to host the first one at the end of February. E-mail her ideas for topics (i.e.: dealing with the media, social media training, approval process). These will be informal, smaller gatherings. Free for members – should we charge for non-members? Teleseminars are an option, but most will likely be more hands on – need space and speakers, can switch locations. Florida’s Blood Centers can donate space for meetings; public library also has space for free. Survey the members to see what they want from this (teleseminars or more interaction).

IX. Ethics – Lorelie for Allen Moore: Plan to get Ethics Award information on the Web. Recap past winners, highlight award, nomination form.

X. Community Service – Becky: First committee meeting January 9 to discuss Mentor of the Year, mentor qualifications, etc. Need to find people in the membership to sit on the committee to represent the mentees. Will bring a list of mentors and a survey to February’s board meeting.

XI. Scholarship – Hue Lien: Letter from Frank Stansberry dropped in December – raised \$2,500 in one month. Next three months – accept and go through applications, give out award. Plan to promote scholarship through the Nicholson School of Communications Web site, student presentations in classes, PRSA Web site. Nicholson School of Communications volunteered its alumni list to mail to. Still working on the

awareness campaign. First scholarship: chapter will donate \$500 to fund it so we don't dip into the fund. Andrea moved for the chapter to donate the \$500, Dawn seconded. Motion approved. Laura suggested a "Round-Up" campaign for people to donate to the scholarship. (Lunch is \$20, round up to \$21 or \$25 and donate to the scholarship). Donate online or at the door? Possibility: make it an automatic option online when RSVPing. Pete will look into it to see what we can do – vote tabled for further discussion and information. Have something on the Web site for people to donate online. Hue Lien will contact Bob Ross from the Miami chapter for more ideas.

XII. District Conference Update – Dawn: Save the date e-mail out today (January 4) to every PRSA member in the Sunshine District. District Conference will have a constant presence in our chapter newsletter and in flyers at our meetings. Still working on all the logistics; have a meeting on January 16. Will do a pre-budget meeting to set the fee structure for the conference to ensure we have enough money to bring in quality speakers. Share your suggestions – want high-level speakers, a memorable conference.

XII. New Business: Lorelie: Need a membership survey for 2007 – should be an annual thing, but with a different focus each year to help set the course for the year. Will also help justify our actions. Sabrina suggested an "on-the-Web" poll or a newsletter poll with a question of the month. We need to be careful about bombarding the membership. Scott and Jessi will take it on. Challenges for 2007: continue to grow and develop the chapter.

Kena: Send an electronic photograph of yourself to Kena to put on the Web.

The meeting was adjourned at 9:05 a.m.