



PRSA Orlando
Board of Directors Meeting
March 6, 2007
8 a.m.

Attendees: Jessi Blakely, Mason Moore, Geo Morales, Lorelie Johnson, Heather Kinghorn, Scott Toncray, Laura Richeson, Andrea Finger, Dawn Vaughan, Hue Lien Duxbury, Sabrina Heise, Lorri Shaban, Allen Moore, Kena Lewis

I. Administration – Heather: February’s minutes will be amended to the correct date. Dawn moved to approve the minutes; Hue Lien seconded. Motion passed.

II. President’s Report – Lorelie: Touched base with Richmond, Va., chapter re: judging their awards; the chapter already received a commitment from the Maine chapter to judge, but would like to partner with us next year, if we’re interested. Confirmed with FPRA that we will cross-promote the Image Awards; waiting for all the promotional info, and then Kena can begin distributing.

III. Finance – Geo: February’s program had 36 attendees. \$12,300 in the bank.

IV. Programs – Mason and Sabrina: March: Charlie Ridgway, Disney publicity veteran, managed more than 150 press events. His book hits shelves the day of the event. Will discuss what it was like to work at Disney for 30 years. No promotion has gone out yet, and there are already 23 RSVPs. Hope this program will bump up attendance during March. Need to communicate parking alternatives to members. Some circled in February and couldn’t find parking, so they left. Make it part of monthly event reminders. Alternatives: Lincoln Plaza, CNL garage (9th floor), Sun Trust on Church Street. Sabrina will secure a map of parking options for Kena to distribute. No charge for microphone last month. Ridgway has his own equipment; will double-check that nothing else is needed. Mason will look into options for purchasing our own audio equipment (Citrus Club charges \$90 to use a microphone). Moving forward with the iVillage program – tour, show, producers’ presentation during lunch. Mason will e-mail the updated tentative schedule to the board.

V. Membership – Jessi and Scott: No feedback on membership survey except APR and membership questions. Lorelie wants to tweak a few from last year to include. Will begin drafting the survey. Jessi will speak with Jason McCormick to make sure he’s ok if we sell advertising in the directory -- \$25/half page or \$50/page. If you have vendors who may be interested, contact Jessi. No printing vendors. Also include a list of past presidents and APRs in the directory. Need to blast communication to members to update their info for the directory. Kena will put it in the newsletter and on the Web; Scott

suggested one blast just for the membership info update. Need to reiterate that you must be a local member to be in and to receive the directory; remind members to check their status. Mason recommended setting a specific date and time deadline for updates – any updates received after don't go in. Scott listened in on the National Membership Call and learned that, until last week, the new promotional deductions weren't actually deducted.

VI. Scholarship – Hue Lien: Eight applicants; all look strong. Next step: judging – need two PRSA members, two UCF reps. Kena and Lorri will be on the judging committee. Looking at March 12, 13, 14 or week of March 19 for judging. Communicate winner by March 30; honor at April luncheon. Kena will draft press release announcing winner. Should the winner also receive free admission to the District Conference? Dawn will bring it up at the conference meeting. UCF's donor publication, The Tribute, featured an article about the scholarship, too. Would like to begin planning the scholarship process, etc., for the next two or three years; plan to seek members to sit on the committee.

VII. District Conference Update – Dawn: Half of the speakers are confirmed; things are going well. Approved for application at the Contemporary; hotel requires half down -- \$11,000. Already invoiced sponsors to help with the down payment. VIP Reception Thursday, breakout sessions and keynote on Friday and possibly Saturday morning. Disney is sponsoring VIP Reception -- \$15,000 estimated value – networking opportunity for conference delegates only. Plan to host a special event taking people from the hotel to EPCOT; adds value to the conference. Discussion about paying extra to bring a guest – Dawn will bring it up at the meeting. Registration prices: \$249 Early Bird; \$299 Regular.

VIII. Accreditation -- Laura: Three interested candidates at Meet and Mingle – three others submitted RSVPs but didn't show. One prospect requested a tool to show her employer to demonstrate the value of the APR. First workshop is March 14, and they will continue once a week. Hope to have current APRs facilitate. If you have books to donate to the APR library, you can get them back at any time. Would like an APR component at the District Conference.

The meeting was adjourned at 8:50 a.m.