



PRSA Orlando
Board of Directors Meeting
May 1, 2007
8 a.m.

Attendees: Jessi Blakley, Andrea Finger, Sabrina Heise, Lorelie Johnson, Heather Kinghorn, Kena Lewis, Allen Moore, Mason Moore, Geo Morales, Becky Niemann, Laura Richeson, Pete Scott, Scott Toncray, Dawn Vaughan

I. Administration – Heather: Allen moved to approve the minutes; Scott seconded. Motion passed.

II. President’s Report – Lorelie: Cluny will be moving to Seattle later this month to pursue another opportunity with The Nature Conservancy; she has resigned from our chapter. Scholarship update: the committee has selected Alessandra Vaughn as the first winner – will present her award at a future luncheon. Our chapter is listed in the Chapter Presidents’ Alert for our District Conference. Thanks to Andrea for preparing the communication sent to membership last week regarding the funds update. Had a three-way call with National and Andrea to update National on our financial situation; they were very supportive. Andrea will put together a case study and information for chapters to use as a resource for their treasury. Community service idea brought to use by Jackie Kelvington – support local nonprofits by asking the membership to contribute each meeting. One organization will be selected each month, and members will bring items to support the mission. We would ask the selected organization to attend that meeting to pick up items and possibly speak for a few minutes on the mission. General consensus of board was supportive. Becky will work with Jackie on getting it started.

III. Finance – Pete and Geo: Citrus Club bill/payments is caught up. We have \$14,600 cash; we were -\$134 from April’s luncheon. Would like to look into buying our own projector – when we can’t use a member’s, it costs nearly \$300. Program chairs would be responsible for it. Mason and Sabrina will research possibilities and bring back info to the board next month. Pete is looking into Activa to replace PayPal – it can change prices and stop registration. It increased the IIA attendance 10 percent. Pete will also check to see if Activa allows people to pay for their guests on their own registration. Can process credit cards and checks, and can also send tickets for events. May also be able to have onsite credit card payment. \$100 set-up fee; cost will likely be similar to PayPal’s.

IV. Membership – Scott and Jessi: May-June promotion: Think Bigger – Join National and get local membership free (National will reimburse the chapter). Those eligible include new members and those who have been inactive for at least a year. Membership

survey will drop this month. Directory near completion – waiting till end of May to gather ads, and then Xperient will print; Xperient is granted exclusivity and the inside covers. Xperient also willing to help with other printing needs throughout the year. Any other special lists for the directory? Past Presidents? APRs? Ethics Award Winners? Take out an ad for the scholarship winner? We have 228 total members in the Central Florida area, including active and inactive. Lorelie received a certificate from National honoring our greatest growth membership award. Also received \$200 to spend at the PRSA store.

V. District Conference Update – Dawn: Planning is going very well – both keynotes are confirmed, and most speakers are confirmed. Still looking for an internal communications speaker. Halfway to our sponsorship goal of \$20,000 (currently at \$11,000). If we reach our goal of 150 participants, we need the \$20,000 sponsorship goal to be met in order to break even. Still looking for door prize giveaways. Microsite should be up by May 14 to accept online registrations. No APR component to conference yet, but it's still on the table.

VI. 2008 Board Nominations – Dawn: Need to present proposed slate of officers in September. If you would like to continue your board service, let Dawn know; she will also be contacting board members individually. If you know of someone who would like to serve, let Dawn know.

VII. New Items: Andrea: Would like to use some of the restitution money to help the scholarship reach \$25,000 by the end of the year. After discussion, it was decided to review the financials on a monthly basis to determine the monthly contribution level. Suggestion: Make the scholarship award presentation luncheon “Scholarship Month” where all luncheon profits are directed to the scholarship fund. Pete will look into Activa to see if it can add a voluntary “Add a dollar” to registrations for scholarship contributions. It's important to have board participation, also, through personal donations. Must send check to UCF to receive the tax deduction.

Laura: Five candidates went through the Readiness Review; she has already received three interest notes for the fall session. Wants to create an APR book for candidates. Has started the deactivation process of Jim Brown's APR.

Allen: Still need to select panelists for Ethics Award judging.

The meeting was adjourned at 9 a.m.