



PRSA Orlando
Board of Directors Meeting
June 5, 2007
8 a.m.

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

I. Administration – Heather: Dawn moved to approve the minutes; Laura seconded. Motion passed.

II. President’s Report – Lorelie: Sunshine District call last week – went very well. Orlando Chapter was praised about the upcoming District Conference. Budget still needs to have an electronic vote. Sunshine District will pay 50 percent of one member’s Early Bird registration fee; Orlando Chapter will pay the other half. Contact Lorelie if interested. Lorri Shaban is looking into fiduciary insurance for our chapter.

III. Finance – Pete and Geo: Started booking revenue for the conference -- \$3188 in May; \$4184 for conference thus far. Almost \$16,000 in the bank; balance is increasing. May program – very good for finances. Citrus Club bill is only outstanding bill; financially healthy now with a positive trend. Received first installment payment from Jim Brown today when Dawn checked the mail.

Andrea – we received a bill from our attorney -- \$600 above agreement. Attorney is erasing additional fee. Andrea moved to send Warren Lindsay a gift under \$100 from the board. CJ seconded. Motion passed.

IV. Programs – Mason: Recommended alternatives for last-minute registrations. Well-received suggestions: sending a “sold out” e-mail and better communicate the importance of early RSVPs by indicating “only a few seats left.” Mason will work with communications team on a month-by-month basis. Cost will always be the same with or without a meal and/or seat. June program – OUC communications team: hurricane preparedness.

V. Community Service – Becky: Chatting up a Charity begins in June with Boys and Girls Club. Received 11 nominations for charities – need to take nomination form off Web, but keep message. Will approach charities ahead of time by sending an invite; PRSA will not absorb luncheon cost –charity rep can pay the member rate or another member can sponsor the charity at the member rate. Tentative charity schedule: June – Boys and Girls Club; July – BETA; August – Hospice of the Comforter; September – Foundation for Orange County Public Schools; October – Girls and Boys Town; November -- Children's Home Society of Florida; December – Grandma’s House. Need to talk with FPRA about including Chatting up a Charity during joint meetings (July and October); otherwise, we will adjust the charity schedule as necessary. All donations are tax-deductible; in-kind donations will need a receipt

for value purposes. “Add a dollar” to registration suggested, but the group decided it will not be the best option, as it may deter people from giving more. Package program to charities as an awareness cause – luncheon attendees can also drop business cards for more info on the charity.

Mentoring Update – several people have been recommended as mentors; do we want to invite nonmembers to serve as mentors? Nearly 10 mentors have agreed. Speed mentoring in August: 12 mentors with four mentees at each table; 10 minutes with each mentor. Still seeking a location – group consensus is that breakfast is best. Need a budget and price for event.

VI. Membership – Jessi: We have 184 active members. Directory almost ready to print – made almost \$300 in ads; should possibly increase ad rates next year, but need to talk with Jason at Xperient again before soliciting ads. Orlando Chapter recognized in a letter for getting new members during May/June promotion. During a National call, many people were impressed we did a survey. At the National level, most people feel programs bring members, and many vary venues monthly. Survey results distributed – will discuss more next month. Only 40 people responded. Some board members did not receive it – should possibly circulate it again and keep it up longer. Key information: people want to know things two to six weeks in advance, and most people don’t want a price increase for programs but may pay \$5 more. Possibility – raise nonmember fees first; Mason will find out how many nonmembers typically come to programs. Lots of interest in mentor program. Survey responses similar to last year – how can we better promote it? To better reach prospective members, Membership and Finance Chairs should be at registration table for luncheons.

VII. Communication – Kena: Lots of @prsaorlando.org e-mails – need to delete them if they go nowhere. mail@prsaorlando.org went nowhere; it now goes to Kena. prsaorla@prsaorlando.org -- delete. No one else needs a prsaorlando.org e-mail address.

VIII. Conference Update – Dawn: June 15 is last day for Early Bird registration; 16 people have already registered (12 members, 4 nonmembers). Everyone should have received sponsorship e-mail – we need sponsors. Forward info to Dawn, Kena or Lorelie if you know of printers, monitoring services, etc. that may be interested. All speakers are confirmed.

IX. Ethics – Lorelie for Allen: Ethics Award judging panel is confirmed; winner will be announced at September luncheon. Nomination form should be on Web within the next few weeks. Spread the word amongst your businesses and clients.

X. New Items: Laura – new APR pilot study guide is now available for each candidate; corresponds with online study program. Plan to host an APR mixer around September. National call focused on best practices – we are ahead of other chapters. APR removal process for Jim Brown is up to the VP at the UAB. Five APR candidates completed spring workshop and are moving forward with computer-based exam. Web site – will explore options for the cost of our domain name.

The meeting was adjourned at 9:15 a.m.