



**PRSA Orlando
Board of Directors Meeting
July 10, 2007
8:10 a.m.**

Attendees: Jessi Blakley, Lorelie Johnson, Heather Kinghorn, Kena Lewis, Allen Moore, Mason Moore, Geo Morales, Becky Niemann, Laura Richeson, Dawn Vaughan

I. Administration – Heather: Jessi moved to approve June’s minutes; Geo seconded. Motion passed.

II. President’s Report – Lorelie: Conference committee meeting tonight – 80 registered for conference so far; only 43 people attended last year. Goal this year: 100 attendees. Contemporary Resort is booked – sending conference overflow to Polynesian Resort.

III. Finance –Geo: Will e-mail monthly finance report next week. We have \$19,000 in PayPal – we will need to withdraw a lot to pay conference expenses. PayPal only allows us to move \$500/month to our SunTrust account. Pete, Geo and Lorelie are exploring options to streamline the online registration process for both the conference and for future programs. Need to contact PayPal to find out the best way to withdraw the money – Geo will send communication to the entire board outlining the process and timeline. Still looking into a new system for finances to replace PayPal.

IV. Programs – Mason: Working with FPRA team to finalize July’s Media Roundtable. Nineteen media confirmed – local, regional, national, print, TV, radio, online. Looking for 20-25. Keynote Speaker: Barbara Maushard. FPRA is handling Media Roundtable communication; we can help where necessary and will also include info in newsletter, which drops tomorrow. August: working with Jackie Kelvington to secure Courtney Barnes, editor of PR News, to provide a State of the PR Address. Putting together a flyer to promote August’s meeting – distribute at Roundtable. Courtney requires we pay for airfare and room; we are looking for a sponsor to cover that cost. If we don’t secure a sponsor, we need to cover it. Mason will send an e-mail to the entire board outlining the cost if no sponsor is found. Estimated cost is around \$600. Hope for 75-100 people to attend that meeting. Working with Citrus Club to secure a bigger room.

V. Community Service – Becky: Chatting up a Charity: Boys and Girls Club launched the program in June – no donations received. Next charity is BETA – scheduled for the Media Roundtable; need to check with FPRA to ensure it’s OK. BETA is the only organization thus far asking for material goods; items requested are on our Web site. Hospice of the Comforter is scheduled to be August’s charity. Family Services of Metro Orlando also submitted a request to be on the schedule. If charities submit wish lists, we will list requested items in the luncheon reminders.

Mentoring Update: All is set for August 31 Speed Mentoring Workshop at Park Plaza. Four mentors confirmed: Andrea Finger, Ralph Kline, Dori Madison, Mason Moore. Hoping for 12 confirmed mentors. If we don't get enough mentors, board members may step in as needed. Mentees need to pre-register for event but pay at door. Will create a flyer to promote it at Media Roundtable.

VI. APR Update – Laura: Would like to recognize 2006-2007 APRs at Media Roundtable. FPRA recommends inviting the APRs to attend the event free of charge. There are five PRSA members who qualify. Board consensus: there are better uses for the money, and we don't feel it's necessary. Will recognize them by name at luncheon instead. Currently planning fall APR schedule with FPRA – have already received at least 12 inquiries from interested individuals. Will host an informal APR roundtable at the conference. There is a new study guide coming out – hope it will be complete by the fall session.

VII. Ethics – Allen: Ethics Award info has been posted on Web site for a couple of weeks; still no entries. Deadline is August 17. Will be promoted in newsletter.

VIII. Conference Update – Dawn: We have 80 registrants, and all is fairly set. Still hopeful for last-minute registrations, as several board members haven't registered. Looking for give-aways – if you have anything, please give to Dawn or Lorelie. Kena is sending last-minute sponsorship packages, too. Currently have more than \$15,000 in sponsorships and more than \$20,000 in registration fees – should make some profit off the conference. If anyone is interested in introducing guests, facilitating or fielding questions, let Dawn know. Testing the conference blog – should launch soon. If you have any extra tidbits about Disney or the Contemporary, pass them to Jessi. For Thursday's VIP Reception, guests must be registered beforehand to board the bus at 6 p.m.

IX. New Items: Allen: Web site server contract ends August 15 -- \$214.80 will be charged to Allen's credit card. This fee also includes the domain name.

Jessi: We have 191 active chapter members – gained 30 new members, lost 21 (mostly associate/PRSSA memberships). Gained six new members last month. July's promo: save \$20 on professional interest group if you're a PRSA member. Membership Directory is almost done. Would like to have an online directory but, like the print version, it would constantly be out of date and difficult to maintain. Jessi is willing to explore it more and will contact David Brady to see if it's possible. Fifty-eight people responded to membership survey.

The meeting was adjourned at 9 a.m.