



PRSA Orlando
Board of Directors Meeting
August 7, 2007
8:10 a.m.

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

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

II. President’s Report – Lorelie: Participated in a National Conference Call; Miami Chapter publicly congratulated us for a successful District Conference. National Assembly will be held in October – proposed amendments to bylaws must be submitted by August 20. PRSA National may propose eliminating Districts and making only Regions – the Sunshine District is not in favor of this change, as we are one of the most active Districts in PRSA. Our chapter still does not have an Assembly Delegate; the delegate must be accredited or serve as an officer on the board and must be elected. Currently, Dan Ward and Lorelie are planning to attend. Great job to Jessi and Scott on the Membership Directory.

III. District Conference Update – Dawn: Conference was very successful – 104 paid registrants, two keynotes, 16 session speakers, 15 sponsors. Financially successful as well

- Registration revenue: \$28,506
- Total revenue: \$39,995
- Net income after expenses: \$14,619.77

Received very positive feedback, with many expectations exceeded – many respondents said it was the best conference they’d ever attended. The original \$500 from the District was a sponsorship, not an advance.

IV. Finance – Pete and Geo: We still owe a few checks to various venues, including about \$13,700 for the conference. Have about \$38,600 in the bank this month; assume there will be about \$23,900 in bank after paying conference and Citrus Club expenses.

PayPal issue: working to get all of our money out of PayPal – currently have \$24,000 in PayPal. To switch accounts, PayPal requires a lot of personal information. However, to get our money out, we need to close the current account and open a new one. Pete moved to open a new account in the assistant treasurer’s name (Geo). Dawn seconded.

Discussion: The board determined that we need to establish a transition plan to switch account holders as the treasurers/assistant treasurers change, and to put that transition plan on the account. It was determined that we will open a new account annually, with each transition of the board. Pete made a second motion: Going forth, we will open a new PayPal account under the incoming treasurer’s name and shut down the account in the outgoing treasurer’s name. However, the old account must be shut down before opening the new one, as PayPal

will not allow us to have two accounts open at once. Andrea seconded. No further discussion. Motion passed.

Still researching alternative payment functions – looking for systems that do not charge large fees.

Pete moved that we establish a new PRSA SunTrust Money Market Account, in which we would invest the money from our PayPal account, allowing us to earn interest on excess funds outside of our normal operating expenses. *It was noted that if we have anything over \$25,000 in our account, we will get taxed. The board decided that anything over \$25,000 would be donated to the scholarship fund at UCF.* Scott seconded Pete's motion. No further discussion by the board; motion passed.

V. Programs – Mason: August Program – Courtney Barnes. We have not had any success in finding a sponsor to cover her costs. Courtney has indicated that she will try to fly to Orlando and back in the same day to eliminate hotel costs. If that's not possible, the maximum travel expense will likely be \$600; without a hotel, it will be much less.

The Media Roundtable went well – more than 120 people attended. Received positive feedback about the variety of media. We still need to get our check from FPRA. Only one media representative was a no-show; 21 media representatives attend. September program will focus on ethics. November and December are still open.

Update on AV equipment: still have not purchased anything – use Citrus Club's AV equipment when we cannot borrow it elsewhere. Can likely purchase our own for about \$200.

VI. Membership – Jessi: Everyone should have their directories – if you didn't receive yours, let Jessi know. There are a few extras; she will send out a communication piece to all members letting them know about the directories. Would like to explore our options of making the directory an online resource; it would be difficult to keep updated, but we could possibly use a pdf of the current directory in a password-protected area of the site. There are 33 membership prospects in our area – Jessi will e-mail the list to the board. We currently have 190 active members – six dropped in July, but most didn't even know they dropped. We have 32 new members to date. Plan to review Membership Survey again internally in order to plan for next year – may hand out surveys at events to obtain ongoing feedback.

VII. Communications – Kena: David Brady is stepping down from Webmaster in January. If you know someone who might be interested in the position, let Kena know. Allen mentioned John Richter would be willing to do it for a fee, but we are interested in someone doing it on a volunteer basis. Jessi mentioned that someone from Websolvers may be interested, as they have been attending meetings lately.

VIII. Community Service – Lorelie for Becky: We have 12 mentors secured for August 31's Speed Mentoring Workshop. Chatting up a Charity in August will be BETA. Chatting up a Charity provides an opportunity for the charities to raise awareness more so than money. There was a discussion about including the charities in the meeting, as meeting has been running long lately. The board decided to keep the charities' presentation to less than three minutes to help ensure meetings ended by 1:30 p.m.

IX. APR Update – Lorelie for Laura: APR Meet and Mingle is September 10 at Bennett and Co. at 6 p.m. It's a casual, social orientation. Laura is interested in a small budget to help support events such as the Meet and Mingle, an APR pin for every APR in the chapter as well as future APRs. Specifics on the budget will be determined at a future date. There are

about 12 people interested in pursuing their APR in the chapter. Nationally, there's a 71 percent APR pass rate.

X. Ethics – Allen: No applications yet for Ethics Award – deadline is August 17. If you know of an organization or person worthy of the recognition, spread the word. If we don't receive any entries by the middle of next week, we'll discuss extending the deadline until August 24.

XI. New Items: Andrea mentioned that our attorney, Warren Lindsay, sent us a nice thank you note for the gift basket.

The meeting was adjourned at 9 a.m.