



**PRSA Orlando  
Board of Directors Meeting  
December 4, 2007  
8 a.m.**

**Attendees:** Jessi Blakely, CJ Drake, Michelle Edwards, Andrea Finger, Lorelie Johnson, Tongelia Milton, Allen Moore, Geo Morales, Heather Morgan, Becky Neimann, Laura Richeson, Pete Scott, Scott Toncray, Dawn Vaughan

**I. President's Report – Lorelie:** Sunshine District is transitioning leadership – Bonnie Upright, Chair; Andrea Finger, Chair Elect. Others in the district were impressed with our recent chapter reports – membership numbers, overall finances, accreditation. Orlando Chapter has much higher numbers than other chapters for APR candidates – would like Laura to offer tips. Next year's district conference will be in Miami, likely in June. This was a great year for our chapter – thanks for your work.

**II. Accreditation Update – Laura:** Dates are set for spring 2008: February 25 will be orientation, and workshops will be Monday evenings. Will post all dates on Web site. At least six candidates are interested in the spring session. Currently have 13 studying for the exam. Newest APR: Kristy Chandler of Fifth Third Bank.

**III. Administration – Heather:** CJ moved to approve November's minutes. Pete seconded. Minutes approved.

**IV. Finance – Pete and Geo:** We had a \$300 loss in November – fourth month we've had a loss. Hope to turn it around next year. Still in good shape financially -- \$29,600. We currently receive our savings balance over the phone; Geo will look into receiving a paper statement.

AV Equipment: need a lapel mic, basic stereo speaker, screen, projector. Allen will check into a decent mic and speaker. Currently, renting the screen alone at the Citrus Club is \$200 each time. Andrea moved to approve a budget of \$1,000 to purchase our own AV equipment. Jessi seconded. Discussion revealed the board is in favor and we would save money in the long run by having our own equipment. Renting equipment is often the different between breaking even and being in the black for a program. Motion passes.

We need to change the signatures on our Sun Trust account – on checking and savings accounts – to reflect incoming president Dawn Vaughan and incoming treasurer Geo Morales.

Raising Monthly Luncheon Fees: Dawn proposed raising the fees as such: Increase student rate from \$15 to \$20; increase member rate from \$20 to \$25; increase non-member rate from \$30 to \$40. Andrea countered the student increase, saying that \$15 shows we really support the students. According to Geo, the average luncheon only draws two students a month, so it

wouldn't be a big hit financially if we kept it at \$15. Allen agreed, especially as we try to draw more students into the organization. Jessi reminded the board that research over the past two years indicated that members would be okay with a \$5 increase. Geo added that this increase might provide us with a better chance of breaking even over the year. Lots of national members who aren't local are getting the local chapter rate – we need to communicate this better on the Web site that the member rate is for local members. Lorelie mentioned that other chapters' non-member rates are often at least double. Question: If a member is bringing a guest, does the guest get the member or non-member rate? The board discussed that the non-member rate would be appropriate. This is also a great incentive for sponsors, as it's cheaper to buy a table than pay the non-member rate. Dawn, Kena and Michelle will draft a communication plan to get the word out. Scott suggested just adding the increase as a newsletter topic rather than a single piece; the board agreed. Jessi has contacted all national non-local members to let them know they are not local members, but they can add the membership at any time. Dawn suggested including the price increase message in December's newsletter. The newsletter currently drops after the board meeting; next year, it will still drop after the board meeting, but a program announcement will drop the first of the month and we'll promote upcoming programs in advance. Next year's programs are more business-focused, have more potential to appeal to non-members. CJ moves to keep the student rate at \$15, and to increase the member rate to \$25 and the non-member rate to \$40. Andrea seconds. No discussion. Motion passes.

Replacing PayPal: Geo presented to alternatives at the retreat – Acteva (higher start-up cost -- \$900/year for 12 events – but lower individual transaction fee) and Event Register (\$650/year, but very high transaction costs). Both have very similar features. Acteva can send out e-mail invites and reminders, allowing us to have better member contact, and it allows us to produce better reports. Lorelie asked what the transaction would look like to members, as they are already familiar with our current process. Dawn said that our Webmaster has to transition out PayPal and hook up with the customer service reps at the new system. Geo recommended doing the transition before January 1 so David could help. PayPal's biggest issues were the lack of customer service and limits on withdrawals. Pete mentioned, as a side note, that his company did an internal audit and PayPal has one of the best security infrastructures. Lorelie said that the change should make things easier overall, as we had a lot of issues to resolve this year with PayPal. Geo recommended switching to Acteva. CJ moved to approve Acteva as our new payment software system. Dawn seconded. Discussion centered on contract and commitment – it is a one-year contract, but do we get a 90-day trial period or something similar that will give us an out? Geo will look into it. Motion passes.

Geo recently received a letter from the IRS – it's a standard three-year check. This year, our gross receipts are over \$25,000, so we need to file a return. Pete's controller will help us draft a 990; we have to file after the end of the year. The outgoing treasurer will sign the return b/c s/he will have the knowledge of that year's financials. Pete doesn't think we'll end up with tax liability, but if we do, he'll send out an e-mail. Pete will send out the 990 draft via e-mail. We also need the exact amount to donate to UCF. If we have tax implications, we may want to pay off things in 2007 rather than in 2008. Allen asked if we could offset the non-returned embezzled money if necessary. Pete thinks we'll be okay without it, but if necessary, we can look to include it. We have not received restitution since August. Allen will contact higher-ups at the State Attorney's office to see how we should proceed.

**V. Programs – Lorelie for Mason:** December will be a holiday networking event. Details to come.

**VI. New Items:** Jessi/Heather: Next year's first quarter programs: January will be Joel Glass, VP of Communications for Orlando Magic; February is still to come; March will be Paul Seago; April will be Universal. Sponsorship Packet will be ready to roll out by the end of the week – will work with Michelle to target prospects. The Vaughan Edwards Group is our first sponsor.

We have nine members dropping, but Lorelie mentioned that January is a pivotal month when people often renew.

January Board Meeting – January 8 at 8 a.m. at Consensus Communications.

**Adjourned at 9 a.m.**