



## 2021-22 Board of Directors Meeting Agenda February 9, 2022

In attendance: Amy Azoulay, APR; Angela Chan; Amanda Overstreet; Marbella Miller; Sarah Coulson, APR; Amelia Bell, APR, CPRC; La’Kendra Garrison; Colleen Raccioppi, APR; Alex Lucas Flinchum; Megan Kimmel McPhearson; Kathy Richardson; Joey Martinez  
Absent: Kayla Sharp, Stephanie Esposito

### I. Call to Order –8:02

### II. Review and Approve Meeting Minutes

Motion: Marbella, Seconded: Sarah. Approved

### III. Treasurer’s Report – Colleen Raccioppi, APR

- Quiet January
- Sponsorship
- Holiday party nonpayers
- Quiz for a Cause mugs

### IV. President’s Report – Amy Azoulay, APR

- State Board Meeting Recap
  - Explaining about what happens during meet meeting – **Amy to send all notes**
    - Chomp FPRA Chapter
      - Press Release needed – Alex
      - 13 students in membership
    - Conference attendance push – August 7
      - Student conference scholarship and a whole or half scholarship from Quiz for a Cause
    - Statewide newsletter including local programs
    - Nominations for statewide awards coming up in April
    - Local chapter rising leader nomination – announce at Image Awards. Due April 30
    - Chapter guidelines
    - Accreditation brochure
    - Need a rep for Leadership FPRA program next year
      - Half scholarship
    - Changing APR naming to be consistent with state
    - President roundtable with past presidents
    - Ideas:

- Tips to start year out right in January (for 2023)
  - Outdoors events
  - Increase # of InfoTech members
- T-shirts
  - Shirt design
  - Need to order 37 to be cost effective - \$17/shirt
  - Pre-sell at \$17. Full price bump to \$20
- Mid-Year Board Retreat
  - Planning in person event at Boxcar
- Member rebates - \$600

## **V. Unresolved Business**

## **VI. New Business**

## **VII. Committee Reports**

- Immediate Past President – Sarah Coulson, APR
  - MASTER PR – Alta System – Last week of Feb or first week of March
  - Casual PR Masters somewhere sometime this month
- President-Elect – Joey Martinez
  - Pop Up PR in Marbella's report
  - Terry (member rebate winner) about why she's been a dedicated member for so long
  - Owes Megan an email about March program submission for state newsletter
- Programs – Megan Kimmel MacPherson
  - Program this month from Jacksonville chapter (JU program) – Alex to send email about program to members
  - Need registrants
  - March – Storytelling workshop
  - April – Image
  - May – Communications Research
  - June – Still having a program in case those who can't go to PDS
  - July – Arby's
- Educational Services – Angela Chan & Amelia Bell, APR, CPRC
  - Chomp FPRA Student Chapter
    - Officially signed as a chapter over the weekend during the state board meeting
  - Quiz for a Cause – March 31<sup>st</sup> at First Magnitude
    - \$25 for professionals || \$10 for students
    - Only one registrant so far (not even Angela)
    - Will need a check for First Mag and for the DJ – Colleen
    - Need more social media promotion – Kayla
    - Will need to reach out to the FPRA Student Chapter
  - Shadow Day
    - 4 students participating
    - Common problem with professionals for this was that a lot of us are working from home. Maybe we could have an event (Coffee & Careers) where we have professionals come in and talk about all the

different aspects of PR and communications to the students. Amelia checking with Jenna (Chomp FPRA President) about it.

- VP, Member Services – Marbella Miller
  - Planning with Joey (and coordinating with Sarah) about having a Pop-Up PR in early March
- Communications – Alex Lucas Flinchum
  - Deadline: Any content/events please submit ASAP for March and April for a save the date section in newsletter for events
  - Press release about student chapter
- Secretary – Angela Chan
  - In kind sponsorship at CP for Pop-Up PR. Maybe a mixer, would be open to an activity, just need to know about it for potential clean up
- Electronic Media – Kayla Sharp
- Community Relations – La’Kendra Garrison
  - Three applicants for probono project
  - Need a committee to pick a nonprofit by end of month
    - Amy volunteered
    - If interested, please contact La’Kendra at 3522840361 or LakendraGarrison@gmail.com
- Professional Development – Amanda Overstreet
  - June 17<sup>th</sup> at Farm Bureau
  - Part 2 with Tara Blythe
  - Committee meeting February 23
  - Offering headshots
  - Sponsors needed/raffle items
- Image Awards – Stephanie Esposito
  - Workshop today at noon
- Accreditation & Certification – Kathy Richardson, APR
  - Working with the candidates

### **VIII. Agenda Items for Membership Meeting**

La’kendra

Angela – Quiz for a Cause

Sarah – PR Masters date should be solidified

### **IX. Announcements/Comments**

### **X. Adjourn – 8:49 am**