



2021-22 Board of Directors Meeting Agenda January 12, 2021

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

Absent: Amanda Overstreet

I. Call to Order – 8:02 am

II. Review and Approve Meeting Minutes

Motion: Joey, Second: Amelia

III. Treasurer's Report – Colleen Raccioppi, APR

- Banking situation is settled.
- December registration high, expenses low!
- Sponsorships were received
- Budget front page needs to be updated

IV. President's Report – Amy Azoulay, APR

- T-shirts
 - Finally have a quote back from Dragonfly
 - Two screens: FPRA on front, Saved by PR logo on the back
- PR Campaigns – Larry Clark
 - Three company's contact information
 - Any other suggestions, please let Amy know
- Holiday Party Recap
 - Expenses were very low compared to high registration income

V. Unresolved Business

VI. New Business

VII. Committee Reports

- Communications – Alex Lucas Flinchum
 - **HIGH IMPORTANCE:** Send finalized February newsletter content by the deadline of January 30. February newsletter to be sent out on February 2nd, no exceptions.

- Content so far: Quiz for a Cause, Valentine's, Shadow Day professional registration, Image Award, February Program, Deadlines & Upcoming Event
 - Will put reminder on Google Calendar and send invitations out.
 - Added date to Google Doc (deploy and when content is due), Alex to send back out
 - One off emails, and press releases, just ask
 - Image Award and Amazing Give
- Immediate Past President – Sarah Coulson, APR
 - PR Masters for January is now February
- President-Elect – Joey Martinez
 - Terry still needs her prize for renewing
- Programs – Megan Kimmel MacPherson
 - January: Register for Tara Blythe
 - Feb TBD
 - March – Storytelling workshop
 - April: Image awards
 - June: TBD
 - July: Media Breakfast?
 - Sponsor slide for program
 - Add program dates on the website and Facebook event pages
 - Angela and Megan to meet up for Tara Blyth gift
- Educational Services – Angela Chan & Amelia Bell, APR, CPRC
 - Amelia – Shadow “Day”
 - Planning around spring break and midterms
 - February 14th
 - Need to get content to Kayla and Alex
 - Deadline for interest and pairing by January 30
 - Interest:
 - ExacTech (for those in office), CPAmerica, Celebration Pointe
 - Forms in Google Account
 - Angela to announce Shadow “Day”
 - Angela – Quiz for a Cause
 - First Magnitude's rental fee is \$50/hour for the space
 - Kathy's husband's company to sponsorship
 - Wufoo template from last year has been set up, just need the event details. Once that's up, I'll provide graphics to Communications team with the copy for February and March newsletters and social media.
 - March 31st
 - Will need to purchase 4 more mugs in teal.
- VP, Member Services – Marbella Miller
 - Contacted every membership lead
 - Jane Moraski's new hire
 - Aaron Cline
 - Someone from Santa Fe. No response, if anyone knows someone there, let Marbella know
 - Member Milestone for luncheon

- List them all
 - Need to provide Alex updated and current member list
 - Pop Up PR – in February
 - Begin membership recruitment challenge???
- Secretary – Angela Chan
 - No REPORT
- Electronic Media – Kayla Sharp
 - Social media is going
 - Boosting payment method
 - Will be getting a FPRA credit card to the account
 - Website
 - Waiting on content from Amy and Joey
 - Development site/server or under construction page?
 - Post on social about website being under construction
- Community Relations – La’Kendra Garrison
 - Pro Bono application open already
 - Zero applicants so far
 - Media Breakfast in July and virtually
- Professional Development – Amanda Overstreet
 - ABSENT
- Image Awards – Stephanie Esposito
 - Search for judges
 - Sarah, Amelia, Amy
 - Program reminder today: Overview about Image today at noon
 - Another program in February
 - Submission form is updated and on website
 - Sponsorship opportunities – just message Stephanie
 - We have two sponsors
- Accreditation & Certification – Kathy Richardson, APR
 - Pushing along APR candidates
 - APR Bootcamp push (it’s at the end of the month)
 - Will be reaching out to panelist soon. Will probably be virtual due to variants

VIII. Agenda Items for Membership Meeting

Angela to announce Quiz and shadow
 Marbella for membership milestone
 Image Award

IX. Announcements/Comments

X. Adjourn – 8:53 a.m