



2021-22 Board of Directors Meeting Agenda November 10, 2021

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

I. Call to Order – 8:01 am

II. Review and Approve Meeting Minutes

Motion: Sarah. Second Marbella. Meeting Minutes approved.

III. Treasurer’s Report – Colleen Raccioppi, APR

- October luncheon deposits. Student scholarship donations.
- Owe Marbella for new member pinnings
- Budget for this year accepted
- **DISCUSSION:** Programs Budget and Chomp & Learn.
 - Chomp and Learn bundle (\$50-\$55. Starts in January). Remaining luncheons for the year are virtual
 - Megan fine with virtual but concerned about long run of decreasing revenue. It would be a \$5 discount.
 - Might be good to have a nonprofit member bundle. Would not want to encourage nonmember bundle.
 - Previous feedback from PDS and past presidents asked that we return to in person luncheons. Offering a coffee/breakfast meet up in lieu of luncheon. Could also be an opportunity for a virtual speaker but in person meeting. If so, Megan to start looking into venues.
- Cover sheet: Motion: Marbella. Second: Joey. Report approved.

IV. President’s Report – Amy Azoulay, APR

- Member Survey
 - Sending again due to low response rate
- T-shirts
 - Reached out to Dragonfly Graphics
- Holiday Party
 - Doodle Poll for a Holiday party date at Allison Downey, APR, CPRC’s house

V. Unresolved Business

VI. New Business

VII. Committee Reports

- Immediate Past President – Sarah Coulson, APR
 - PR Masters met at UF Innovate at the Hub last night. Nine people attended. Had a behind the scenes tour of some of the startups there. They invited us to their Sip and Suds (every Third Thursday) at Sid Martin in Alachua. Next PR Master in January and will be more casual.
- President-Elect – Joey Martinez
 - Almost met goal 79.3% out of 80% renewal before state deadline. Still need 13 people to renew.
 - Steve Shepherd moving to north Georgia. Maybe a goodbye video for Steve to commemorate his time with us?
- Programs – Megan Kimmel MacPherson
 - November program with MailChimp and email marketing. Wufoo is up.
 - Need to work with Kayla and Alex to populate secured speakers' social media, website, event pages, and newsletter, respectively.
 - Feb program and March program speakers potentially switch. Both are virtual speakers.
- Educational Services – Angela Chan & Amelia Bell, APR, CPRC
 - Angela has access to Ed Services Gmail account. Amelia made a to-do list.
 - 18 student member scholarships. In person UF meeting happened recently. Julie Frey or Mickey Nall to reach out about an update.
 - Student Shadow Day in spring
- VP, Member Services – Marbella Miller
 - 3 new members so far.
 - Shelby Martin and Kayla Sharp won member scholarships.
 - Pop-Up PR was successful. Work with Joey for next Pop-Up PR
- Secretary – Angela Chan
 - Celebration Pointe sponsorship still need to work on.
 - Totes for local speakers. Other Celebration Pointe items for out-of-state speakers. Previously purchased FPRA items to supplement speaker gifts.
- Electronic Media – Kayla Sharp
 - Continue sending content, either through email or Google form. <https://forms.gle/dFKZZjdyxFBKLAC3A>
 - **Presentation of new proposed website design:** Need help with copy for website. Call for help with content though a Google Doc. Amy and Joey to help. Hope to have it completed in December
- Communications – Alex Lucas Flinchum
 - Sent out email about newsletter timeline for when newsletter deploys and when content and materials need to be submitted. Please send any content and graphics by those corresponding dates. Also suggested adding dates to Google Calendar, if everyone felt that was needed.
- Community Relations – La'Kendra Garrison
 - Great conversation with Lesley Banis at the Community Foundation of North Central Florida. Call for committee members to help with this year's Amazing Give, which is now a 12-hour format. They are having podcasters throughout

the day to highlight participating nonprofits. Then an afterparty at Celebration Pointe.

- Nonprofits enjoyed media day and wanted more communication help for the remainder of the year. Maybe have communications 101 luncheon for them?
- Professional Development – Amanda Overstreet
 - No update and left prior to her section
- Image Awards – Stephanie Esposito
 - Moved training from yesterday to January, then another training in February.
 - Having a dinner award ceremony at Sweetwater was too expensive, so maybe have heavy hors d'oeuvres at Sweetwater.
 - Exchanging entries with Pensacola. Call for testimonials to promote Image Awards entries
- Accreditation & Certification – Kathy Richardson, APR
 - Working on the people who showed interest.
 - Looking for videographer for Clay Electric

VIII. Agenda Items for Membership Meeting

- Marbella – two members being pinned during next luncheon.
- Amy to reach out again about announcements

IX. Announcements/Comments

X. Adjourn 8:59 am