



2021-22 Board of Directors Meeting Agenda October 13, 2021

In attendance: Amy Azoulay, APR; Angela Chan; La’Kendra Garrison; Lauren Asmus; Sarah Coulson, APR; Kayla Sharp; Colleen Raccioppi; Joey Martinez; Marbella Miller; Alex Lucas Flinchum; Megan Kimmel MacPherson,
Absent: Stephanie Esposito, Amanda Overstreet
Guest: Joey Mazzaferro

I. Call to Order – Called to order at 8:02 am

II. Review and Approve Meeting Minutes

- Motion: Sarah. Seconded: Joey Martinez. Approved

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

- If you have questions let Colleen know. Master spreadsheet should be right.
- Need to get committee/position proposed budgets by end of October. Currently showing last year budget.
- Amy and Colleen meet to adjust and then board approved at next meeting.
 - August cover sheet: motion Kayla. Seconded: Sarah
 - September: motion: Kayla. Seconded: Sarah

IV. President’s Report – Amy Azoulay, APR

- Student Chapter Update
 - Set up Wufoo donation page for 10 student scholarships (FPRA State and UF requirement student number)
 - Goal reached. Up to 15.
 - Maybe recognition content
 - Information session tonight at 6 p.m. Amy to send Zoom info
- Member Survey
 - Updating old survey. Will share to get edits and additional questions from board. Will send after meeting.

V. Past Presidents Council Report – Joey Mazzaferro

- Surveyed and chatted with past presidents
- Strength: Resilient.
- Weakness:
 - New memberships
 - Social media campaign to promote new members.
 - Website

- Opportunity:
 - PR Masters. Contact previous members at organizations. Focus groups from members.
 - AAF (Advertising Association of Florida) reconnect (we used to have two joint luncheons a year).
 - Image Awards with more entries and members local and state.
 - Luncheons: Update script (they said it was boring). Make a less awkward beginning and ends at virtual meetings. Engaging the guests. Out of town speakers for virtual.
 - Promote PDS more and in a timely manner. Quiz was great.
 - More PR Masters.
- Threats:
 - Cutting memberships from companies when they need to cut costs.
 - Member benefit listings.
 - Younger professionals – why should they want to join, rather than just looking up online information.

VI. Unresolved Business

VII. New Business

VIII. Committee Reports

- Immediate Past President – Sarah Coulson, APR
 - Adding three questions regarding PR Masters to Annual Membership Survey
 - What activities are you interested in as a part of this year’s PR Masters program? Select all that apply
 - Options include: “Behind the Scenes” tours and presentations; Mentoring program with students, new chapter members, or individuals new to PR; Introducing speaker during luncheon; Agenda-free socials and mixers with fellow PR Masters members; Supporting APR and CPRC candidates; Other
 - What time(s) of day do you prefer for a Behind the Scenes tour of a local company? Select all that apply
 - Options include: Morning 8-10am; Lunch 11:30am-1:30pm; Evening 5:30-7:30pm
 - Specific companies or PR Teams in Gainesville you’d like to learn more about? Recommendations on companies that PR Masters group can visit?
 - Contacted UF Innovate/Accelerate for a potential PR Masters program for early to mid-November
 - Will send content to Alex and Kayla to promote
 - Would like to hold first PR Masters Meetup on November 3 or 4 from 6-8pm at 4th Avenue Food Park – casual get-together with no agenda, pop in anytime
 - Stella Harbilas suggested to promote a free social media workshop, from Social Media Pro to membership and Adobe Max in two weeks
- President-Elect – Joey Martinez

- Owes Kayla and Alex content for membership renewal
- Marbella and Joey planned Pop Up PR that is next week
- Board members need to renew
- Plug announcement for luncheon next week about renewals
- Programs – Megan Kimmel MacPherson
 - October program – register and promote on social
 - Send event email to Mickey and Julie to share to students. Amy to mention program during Zoom information call tonight with students
 - Year program: next several months covered
 - Nov – MailChimp project manager. Topic TBD
 - Dec – no program. Holiday party instead
 - Jan – Director of E-commerce at Arby's. Topic TBD
 - Feb/March – Tara Blythe, Info Tech – Generational Communication. OR Angela Brown, Popeye's social media manager – Going Viral: Social Media Case Study.
 - April: Storytelling workshop panel (or could be a PDS session). Image Awards evening event maybe instead.
 - Get FB Event populated – work with Kayla.
 - Need to strategize with Kayla on how to promote programs better for better attendance
- Educational Services – Lauren Asmus
 - Amy covered student chapter
 - Due to other commitments, Lauren will be stepping down from the position. Will help find replacement and will cover until person is found.
- VP, Member Services – Marbella Miller
 - One new member – Shaw Adcock, Greater Gainesville Chamber of Commerce
 - Two new potential members
 - Any recommendations please share with Marbella their contact info, or share the new packets
 - Pop Up PR – share the event and come! October 19 at 5pm at Cypress and Grove
 - Pinning ceremony during virtual luncheons: Marbella to mail after the ceremony or hold them if we have an in-person meeting coming up.
 - Social posts: sending Kayla scholarship application content
 - Call for Committee members: Amy and Angela volunteered.
- Secretary – Angela Chan
 - Sponsorship:
 - Need to update the sponsorship packet Amy sent over.
 - Committed Celebration Pointe as an in-kind sponsor. Will be providing Celebration Pointe branded totes as speaker gifts.
 - Based on the levels listed in the sponsorship packet, will need to draft up contract
- Electronic Media – Kayla Sharp
 - Any content, please share with Kayla. Multiple board members have shared during the meeting
 - Next board meeting to present new website design
 - No need to purchase anything, just need to utilize the theme better

- Thanks to Sarah for helping with getting the website issues resolved. Should be fixed.
 - Budgets: some are annual or three-year renewals
- Communications – Alex Lucas Flinchum
 - Thanks to everyone for helping to put together newsletter.
 - At least 50% open rate for last two newsletters, which is a 5% increase from last year
 - If not getting newsletter, let Alex know. Bouncing emails needs to have Joey Martinez to follow up
- Community Relations – La’Kendra Garrison
 - Lesley Banis at the Community Foundation to meet next week about the Amazing Give in April 2022
 - Reaching out to nonprofits with helping with communications and PR needs. Angela Howard at YMCA. Any suggestions of nonprofits let La’Kendra know.
- Professional Development – Amanda Overstreet – Absent
- Image Awards – Stephanie Esposito – Absent
 - Jax chapter partnering
 - Theme: Imageville (Combination of Jacksonville and Image)
 - Jacksonville president will create graphics
 - Pensacola chapter to judge our entries
 - Looking for sponsors for the event
- Accreditation & Certification – Kathy Richardson, APR
 - Reached out to various people about the process.
 - APR for social media content
 - Can’t set up sessions until a group has formed.
 - Considering, as an individual, being a sponsor for someone’s APR, if there’s a financial barrier. Might be more the time and commitment as the barrier. Can build in incentives into people getting APR
 - Membership renewal:
 - Reached out to former member who might know who could join the chapter
 - Sending a communication to renewed members. Chippie is the state promotion. Need a local members giveaway

IX. Agenda Items for Membership Meeting

- Joey Martinez call for renewals
- Marbella call for membership scholarships and new member recruitment
- PR Masters promotion

X. Announcements/Comments

XI. Adjourn – 8:53 a.m.