



2021-22 Board of Directors Meeting Agenda September 8, 2021

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

Guests: Patty Carroll

I. **Call to Order** – Call to order at 8:03

II. **Review and Approve Meeting Minutes**

a. Alex motion to approve the August meeting minutes. Motion seconded by Stephanie. Motion passed.

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

a. Patty Carroll joint report.

i. Ritz Carlton potentially overcharged, not reflected on cover sheet.

ii. Sarah Coulson, APR has checks that need to be cashed.

iii. Community Relations from last year still has \$200 to allocate to a nonprofit.

b. Board positions budgets

c. Virtual vote after meeting

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

- Image Awards Opportunity with Jacksonville Chapter

- Partnering with Jacksonville Chapter

- We would still own the event and they would just submit to ours.

- Board Retreat Planning

- Sending out email with a survey after the meeting about in-person, outdoors and masked.

- Tasks list

V. **Unresolved Business**

VI. **New Business**

VII. **Committee Reports**

- Immediate Past President – Sarah Coulson, APR
 - Planning August PR Masters event in a few weeks
- President-Elect – Joey Martinez
 - Sending Marbella and Megan various files related to their positions
 - Renewals!
 - Doodle Poll for Renewals for football game or drawing for \$50
 - Please renew!
- Programs – Megan Kimmel MacPherson
 - Need to survey for programming.
 - Meeting with committee on Friday.
 - Send Megan ideas and speaker requests
 - Megan to set up Wufoo registration and send to Kayla and Alex Wufoo link, and Colleen on the PayPal
- Educational Services – Lauren Asmus
 - Will start planning position programming soon
- VP, Member Services – Marbella Miller
 - Will get with Joey to plan member recruitment
- Secretary – Angela Chan
 - No report
- Electronic Media – Kayla Sharp
 - Absent and overview in Communications
- Communications – Alex Lucas Flinchum
 - Gameplan for this year with Kayla
 - Website issues
 - Reached out to Liquid Creative to fix
 - Might need to reach out to Dream Host
 - Newsletter/Social Media
 - Kayla coming up with google form to prepopulate content
 - Newsletter going out today
- Community Relations – La’Kendra Garrison
 - Sent an email to Leslie Banis, Community Foundation to partner with Amazing Give
- Professional Development – Amanda Overstreet
 - Alex and Amanda still need to transition
- Image Awards – Stephanie Esposito
 - President’s Report – Image Awards partnership with Jacksonville Chapter
 - Committee call
- Accreditation & Certification – Kathy Richardson, APR
 - Kevin, Amy, and Kathy met a few weeks ago. Still waiting for the materials.
 - Call for APR and CPRC for the chapter year.
 - Amy to send Chapter Roster.
 - Want a separate list of people who have their APR to have people for panel presentation.
 - Sending Accreditation content for newsletter today.
 - Buying an APR book to make it the Chapter’s book

VIII. Agenda Items for Membership Meeting

- I. Let Amy know if you want to make announcements (event promo, call for committee members)

- a. APR Panel Presentation Committee call

IX. Announcements/Comments

X. Adjourn – The meeting was adjourned at 8:35 a.m.