



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

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

Absent: La’Kendra Garrison, Joey Martinez

### **I. Call to Order – 8:02 a.m.**

### **II. Review and Approve Meeting Minutes**

- Motion: Alex
- Seconded: Amelia

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

- A great month filled with lots of chapter sponsorships, member rebates, and event sponsorships.
- Almost back to original budget. Right on track.

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

- Chapter Challenge
  - New Chapter Challenge guidelines.
    - What it is: Essentially a push to Conference
    - Not social media focused like previously
    - Point Opportunities (all calculated based on a percentage):
      - July 11<sup>th</sup> early bird registration
      - first time conference attendees
      - members entering a golden image award entry
      - LeadershipFPRA Class 7 members attending
      - one-time five-point grab membership assistance
      - Providing state leads for potential sponsors (and more points if they become sponsors)
      - Amy to download and share the other point opportunities.
- Mid-Year Board Retreat – Wednesday, March 16<sup>th</sup> 5:30-7:30 at Box Car
  - Bring with you:
    - One thing you’re happy with this year
    - One thing you need help with
- Shirts Update

- Sales start now and distribute during PDS

## V. Unresolved Business

## VI. New Business

## VII. Committee Reports

- Immediate Past President – Sarah Coulson, APR
  - PR Masters at Alta went well. 8 attendees for the tour of the printing area.
  - Next PR Masters maybe in May
  - Membership awards due before April 9 to be presented by April 21 at Image Awards
    - State needs Rising Star due in April as well. Amy to check the date.
- President-Elect – Joey Martinez - Absent
- Programs – Megan Kimmel MacPherson
  - No updates on anything new.
  - Register for next week's program
- Educational Services – Angela Chan & Amelia Bell, APR, CPRC
  - Quiz for a Cause – Thursday, March 31 6-8 p.m. at First Mag
    - Only 7 registrants and four teams according to responses
    - Reminder: two board members per team to encourage more people to attend
    - Thanks, Kathy, for husband's sponsorship!
    - Scott Schroeder and UF Health mentioned they would have teams
    - Amelia to help reach out for team captains
  - Shadow Day
    - Thanks to workplaces that hosted students. 4 students registered.
- VP, Member Services – Marbella Miller
  - New member pinning at the April program and PK Young employee, Shaw, and Shelby
  - Pop Up PR this week at Depot Park
    - Social reminder on Saturday
    - Meet up at sandwich at 2:30
  - Planning next Pop Up TBD
- Secretary – Angela Chan
  - No updates
- Electronic Media – Kayla Sharp
  - Issue with website plugins being not updated for so long it broke the website
- Communications – Alex Lucas Flinchum
  - Email schedule for one-off email
    - Combine events email: Pop Up, Program and Quiz
    - A couple more times for Quiz
    - April newsletter sent out on April 5th. Content due soon!
      - Image Awards dinner and April program
- Community Relations – La'Kendra Garrison – Absent
  - Marbella and Patty are on committee.
  - St. Francis House is the nonprofit project this year.
- Professional Development – Amanda Overstreet

- Committee meeting 2 weeks ago
  - Ideas:
    - Because PDS is the day after the June program, make the June program free as an added benefit to paying for PDS
    - Pre-PDS Happy hour event
  - Speakers to be finalized by end of month
- Image Awards – Stephanie Esposito
  - Submission for entries is now closed. We had nine entries.
  - Awards Dinner on April 21.
- Accreditation & Certification – Kathy Richardson, APR
  - APR update email from State. If you have questions, reach out to Amy, Joey, or Kathy.
    - If you're currently in the process of getting your APR or have been accredited and are maintaining your status, you're fine, continue doing what you need to do.

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

- Quiz for a Cause – announce by Amy.
- Image Award ceremony – announce by Amy.

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

Amelia moderating industry-specific state mixers. Register and attend!

### **X. Adjourn – 8:36 a.m.**