



2021-22 Board of Directors Meeting Agenda April 13, 2022

Present: Amy Azoulay, APR; Angela Chan, La’Kendra Garrison; Colleen Raccioppi, APR; Marbella Miller; Kathy Richardson, APR; Joey Martinez; Alex Lucas Flinchum; Stephanie Esposito; Amelia Bell, APR, CPRC

Absent: Sarah Coulson, APR; Kayla Sharp; Amanda Overstreet; Megan MacPherson

I. Call to Order – 8:03 a.m.

II. Review and Approve Meeting Minutes

Motion: Joey Martinez. Seconded: Stephanie Esposito

III. Treasurer’s Report – Colleen Raccioppi, APR

- Almost \$5000 in the account. Looking good.
- Amy and Joey to register for Annual Conference. Submit expenses by August.
- Getting more money from Tina
- Quiz for a Cause \$25 cash.

IV. President’s Report – Amy Azoulay, APR

- Shirts Update
 - Shirt cost is increasing due to new vendor
 - Selling for \$20. Hoping to sell at least 20-24 shirts
- Upcoming State Deadlines
 - Rising Leader App due April 30
 - Leadership FPRA Class 7 app due June 15
 - Kayla to promote

V. Unresolved Business

VI. New Business

VII. Committee Reports

- Immediate Past President – Sarah Coulson, APR
 - 2021-22 Annual Awards Selection Committee met on April 5. The Rising Star, Member and Professional of the year recipients have been selected. The awards will be presented at the 2022 North Florida Image Awards Championship Gala on April 21.

- 2022-23 Board of Directors call for nominations will begin at the end of April. I encourage all current members to start thinking about what role they would like to serve in. I will send promotional material to Alex and Kayla.
 - Need to work with Amy on submitting Dillin/Fleischman Award nominee.
 - Plan to hold the next PR Masters in May.
- President-Elect – Joey Martinez
 - Reached out to Terry to get her the FPRA renewal money
 - Board nominations
 - Joey will reach out to people individually to see what their interest is and the role they want to fill
 - Board mixer to be planned. Maybe in May.
 - Joey to reach out to Patricia Vernon for APR position
- Programs – Megan Kimmel MacPherson
 - Nine people registered for Image Awards. Please register.
 - Reach out to board buddies
 - May program is May 19.
- Educational Services – Angela Chan & Amelia Bell, APR, CPRC
 - Quiz for a Cause
 - Was a success. Had over 40 people pay. The goal was 38 to break even on expenses and for the two scholarships.
 - The next step would be to open those two scholarships.
 - Amelia to help
 - Thanks again to Kathy's husband for sponsoring!
 - Colleen to invoice Lindsey for registration (she wanted to support even though she couldn't attend.)
- VP, Member Services – Marbella Miller
 - Two new members. Six total new members. Five needed to be pinned at the May program.
 - Pop Up PR in May. Combine with the board mixer during the second week of May.
- Secretary – Angela Chan
 - FPRA/GGYP – Mega Mixer for 21-39-year-olds. Meeting with Julianne Raymond next month
- Electronic Media – Kayla Sharp
 - Submit content
- Communications – Alex Lucas Flinchum
 - Image Awards promo going out tomorrow.
 - Newsletter going out on May 4. Please submit content by end of the month!
- Community Relations – La'Kendra Garrison
 - St. Francis House is the nonprofit for pro-bono project
 - Donations start on Monday, April 18.
 - Amazing Give Wrap Party at Celebration Pointe at 5:30 p.m.
 - La'Kendra to send Kayla content about chapter supporting St. Francis House
- Professional Development – Amanda Overstreet
 - Started promoting. Amanda to send content to Kayla
 - Giving away a free monthly luncheon for the June program (which is on the day before) to those who registered.

- Image Awards – Stephanie Esposito
 - April 21 at Blue Gill. 5:30 p.m. Ceremony at 6:30 p.m.
 - Please register.
 - Dress code: Not too fancy, not too casual.
 - Need someone who is attending to help with check-in and taking photos.
 - Amy to help.
 - Colleen and Stephanie to offline about any expenses that need payment still.
 - If there are any expenses, Stephanie will just use her card and get a reimbursement.
- Accreditation & Certification – Kathy Richardson, APR
 - Everything is going well.
 - April 28th APR Info Session. If you're interested in getting your APR and have questions, mark yourself as going if you plan on going on the Facebook page.

VIII. Agenda Items for Membership Meeting

IX. Announcements/Comments

X. Adjourn – 8:41 a.m.