



2021-22 Board of Directors Meeting Agenda May 11, 2022

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

I. Call to Order – 8:02 a.m.

II. Review and Approve Meeting Minutes

- Motion: Stephanie Esposito. Seconded: Amelia Bell, APR, CPRC

III. Treasurer’s Report – Colleen Raccioppi, APR

- Very active month due to Quiz and Image Awards. Net positive. Healthy balance over \$5000.
- Motion: Joey Martinez. Seconded: Marbella Miller

IV. President’s Report – Amy Azoulay, APR

- Website Update Committee
 - Forming new committee to get a redesigned and new website. Sarah, Joey, Amelia, Amy, Kayla
- Mixer with Gainesville Chamber
 - MegaMixer either July or September
- Chapter Management Report
 - FYI coming soon and will need board’s help to fill in information
- SHIRTS ARE FOR SALE
 - Sold two so far. Need at least 24. Goal is to pre-sell and give out at PDS
- State Board Meeting on Saturday, May 14

V. Unresolved Business

VI. New Business

VII. Committee Reports

- Immediate Past President – Sarah Coulson, APR
 - Nominations for board open. Due June 1
 - Supposed to have a PR Masters in May, so now doing it in June.
- President-Elect – Joey Martinez
 - Met with Sarah about board nominations.

- May 26th for a board interest social – Maybe at CP.
 - Reached out to some people about next year’s board
- Programs – Megan Kimmel MacPherson
 - May program information is now available in the newsletter.
 - Details about June program?
- Educational Services – Angela Chan & Amelia Bell, APR, CPRC
 - Annual Conference scholarship application is open. Currently zero applicants.
 - Whitney Lee, APR, CPRC email for students going to Annual Conference
- VP, Member Services – Marbella Miller
 - New member webinar idea
 - Maybe have the new members pinning at PDS
 - Shaw Adcock and Shareen Baptiste are the only two new members who have filled out their new member profile for the newsletter.
 - Alex to send form to Marbella.
 - Pop Up PR/Board Recruitment event on May 26th. Joey and Marbella to reach out to Angela for Celebration Pointe availability
- Secretary – Angela Chan
 - Updated sponsorship packet for next year
- Electronic Media – Kayla Sharp
 - If you see any website issues, please let Kayla know immediately. Sometimes, she can fix it herself. Sometimes, Liquid Creative has to fix it.
 - When the website is in the process of being redesigned, will have a “Under construction page.”
 - Shouldn’t take more than a week or two.
 - Website Update Committee
- Communications – Alex Lucas Flinchum
 - Reminders for newsletters – Content due prior to June 2.
 - Check about Marbella’s Gmail.
- Community Relations – La’Kendra Garrison
 - St. Francis House did not reach their Amazing Give goal of \$30,000. They raised \$17,000.
 - Will reach out to Megan to offer nonprofits the membership rates for June and July programs. We’ve done this previously.
- Professional Development – Amanda Overstreet
 - Not doing the professional headshots. They were too expensive
 - New members pinning
 - 90s themed snack break and music
 - Liquid Creative is a sponsor
 - Finalizing program
 - Needs help with designing program.
 - Kathy offered up Laurel Ring, if board members are all too busy
 - Alex and Kayla to include open job positions at Farm Bureau on newsletters and social media. And continue promoting PDS, and the BOGO June program
- Image Awards – Stephanie Esposito
 - Great event. 25 guests. Food was good.
- Accreditation & Certification – Kathy Richardson, APR
 - Had the APR Info Session. Turn out was less than ideal but still insightful.

VIII. Agenda Items for Membership Meeting

- Pop Up PR
- Annual Conference Scholarships
- BOGO June PDS programs
- Board nominations

IX. Announcements/Comments

X. Adjourn – 8:37 a.m.