



**2024-25 FPRA Gainesville Chapter Board of Directors
May 2025 Meeting Minutes**

ATTENDEES

Present:

- Emily Mavrakis
- Angela Chan
- Kathy Richardson, APR, CPRC
- Shelby Martin
- Amy Climenhage, APR
- Hanna de la Garza
- Marbella Miller
- Scott Schroeder, APR, CPRC
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Guests:

- None

Absent:

- Styliana Resvanis
- Patricia Vernon

ORDER OF BUSINESS

I. Call to Order

- May 13, 2025 at 12:03 p.m. on Zoom

II. Review and Approve Previous Meeting Minutes

- A motion to approve the minutes of the April meeting was made by Amy and seconded by Shelby.

III. Treasurer's Report - Patricia Vernon, APR, CPRC, reported by Angela in Patricia's absence

- Angela went over the April cover sheet
 - Net total was \$3,996.70
 - A motion to approve the April treasurer's report was made by Marbella and seconded by Amy.
- Angela has cash box and Square to bring to Thursday luncheon
- Payment for Quiz for a Cause DJ to show up in May's cover sheet, along with some reimbursements to Shelby for purchases she made for the event

IV. President's Report - Angela Chan

- Working on sponsorships packet
- Future focus is still on DEI, student chapter growth and involvement, membership recruitment
- Would like to schedule meeting with Kathy and Scott to discuss future leadership goals for the chapter
- Met with April Salter, APR, CPRC, to discuss chapter's successes and struggles
- Chapter management reports
 - Submitted Q3 chapter report
 - Q4 report due in June; Opportunity to showcase other chapter activities that maybe haven't been spotlighted enough in the previous reports
- State board meeting recap
 - Chapter Leadership Forum – taking place in July
 - Any continuing or incoming chapter leader is welcome to attend this meeting.
 - Membership – total state membership at approx. 1,100 members (State's membership goal is much higher, potentially 20% more)
 - Glue Up: Chapter members who have not activated their accounts should do so as soon as possible
 - Angela to check and see who has not done this yet
 - State has created ethical guidelines for use of AI in PR; may be webinar about this soon
 - Leadership FPRA Class X: deadline to apply is June 23 for anyone interested; looking into offering a chapter scholarship
 - Last day to obtain APR or CPRC and be recognized at Summit is June 15
 - Golden Image Awards – final deadline is tomorrow, May 14
- Summit
 - Beginning planning for chapter dinner

VI. Unresolved Business

- None

VII. New Business

- None

VIII. Committee Reports

Immediate Past President – Marbella Miller

- Working on second PR Masters event
- Chapter awards forms closed, trophies have been ordered and are ready to pick up; will share finance information Patricia and Angela
- Rising Star Award winner name submitted to state
- Social media pushes needed for remaining open board positions: Communications, PDS and community relations
 - [Board member sign up form](#)

President-Elect – Kathy Richardson, APR, CPRC

- Attend the next Pop Up PR next week at Depot Park: Thursday, May 22 @ 5:30 p.m.
- Pop Up PR in July is the pre-state mixer, at Public & General

VP, Member Services – Scott Schroeder, APR, CPRC

- Planning to hold membership drive week of ... **after the 20th**
 - Reaching out to everyone on potential members list

Educational Services – Shelby Martin

- Quiz for a Cause – feedback that people enjoyed the venue; plans to host there again next year
- Scholarship for summit now up; may need judges for app

Secretary – Emily Mavrakis

- No updates

Communications – Hanna de la Garza

- Please send notes about anything that needs to be shared on social/in newsletter to Hanna

Community Relations – Styliana Resvanis, reported by Emily in Liana's absence

- Provided pro bono assistance to Girls Place for the Amazing Give, which raised over \$15k during the fundraiser: created an ambassador toolkit, provided feedback on social media graphics/content, edited a video made from clips they captured
- Ideas for Q4 service project: Eldercare, baking at Ronald McDonald House, packing backpacks with Catholic Charities
 - Angela mentioned that ACPS school ends June 3 and so timing might not work for backpack program
- **TASK: Send AG wrap up email to Girls Place**
- **TASK: Next steps for chosen Q4 service project**

Accreditation & Certification – Amy Climenhage, APR

- June 15 state recognition deadline has been relayed to members hoping to earn accreditation by then
- One member testing later this month, another next month
- Trying to highlight CPRC through testimonials from chapter members, to gain interest

Programs

- Nathan Carpenter's presentation well liked, attendees enjoyed the topic (social listening)
- Secured a speaker for Thursday's meeting after Kayla became unavailable – Sarah Livingstone on workplace burnout
 - 15 registrations
 - Scott to handle any payments for unregistered attendees; Angela to print check-in list and share with him
 - Laurel is bringing name badges
- July: Devon Chestnut, TBD topic
- August: Board installation – check in with Julie to see if she will install board members
- September: In progress
- Keeping chapter meetings on the third Thursday for next year
- Announcement during program
 - Shelby - PR & Comms Scholarship push
 - Angela - Board nomination push & Pop-Up PR
 - Scott - Recruitment Blitz/Committee push
- **TASK:** Kathy to respond to Sweetwater's email about next year's luncheon.

Professional Development

- Annie Young no longer able to attend; looking for new social media speaker; also trying to secure the AI speaker
- Comms director for UF Athletic Association is confirmed
- Reaching out to Heidi from state re: UF sponsorship
- **TASK:** Hanna and Angela to gather emails from guests this past year to send standalone email to them about PDS
- Likely 8:30 a.m. to 2 p.m.

III. Announcements/Comments

- None

IV. Adjourn

- 12:45 p.m.

CONCLUSION

Next meeting: June 3 at 5 p.m. @ TBD location

Submitted by: Emily Mavrakis