



2025-26 FPRA Gainesville Chapter Board of Directors April 2026 Meeting Minutes

ATTENDEES

Present:

- Emily Mavrakis
- Laurel Ring, APR
- Kathy Richardson, APR, CPRC
- Shelby Martin
- Angela Chan
- Amy Climenhage, APR
- Styliana Resvanis
- Scott Schroeder, APR, CPRC

Guests:

- None

Absent:

- James Neville

ORDER OF BUSINESS

I. Call to Order

- April 14 at 12:05 p.m. on Zoom

II. Review and Approve Previous Meeting Minutes

- A motion to approve the minutes of the March meeting was made by Angela and seconded by Scott.

III. Treasurer's Report - James Neville

- Kathy went over the March cover sheet
 - Ending balance was \$6,542.95
 - A motion to approve the March treasurer's report was made by Kathy and seconded by Scott.

IV. President's Report - Kathy Richardson, APR, CPRC

- Mickey Nall's retirement celebration at UF – video will be posted to CJC channels; received the Dillon Award

VI. Unresolved Business

- None

VII. New Business

- None

VIII. Committee Reports

Immediate Past President – Angela Chan

- Rising Star nominations due next Wednesday – currently zero nominations submitted; requirements are 2-5 years of professional membership, actively participating, setting an example, etc.; self-nominations are welcome as well
 - **TASK:** Please submit a nomination if anyone comes to mind!
- No member of the year nominations yet, but due May 22
- Professional of the year award – due May 22; one self-nomination so far (FPRA membership is not required)
- Board slate: Keeping a few options of the board slate in mind; still looking for communications, community relations and educational services board members
 - **TASK:** Apply to one of these if interested or let others know if one of the roles is something you think they would want to pursue
- [Rising Star application](#)
- [Professional member application](#)
- [Member of the year application](#)

President-Elect – Scott Schroeder, APR, CPRC

- Primary task at hand is finishing out the board slate

VP, Member Services – Amy Climenhage, APR

- Submitted application for membership grants from the state – idea of membership drive

- [Document with the application](#)
- Would like RSVP list for Thursday for name tags, etc.
- Final Pop Up PR (pre-summit): Wed. July 29 at 6 p.m. at Cypress and Grove

Educational Services – Shelby Martin

- Shadow Days was last week; no students signed up and one professional signed up; connected with student president but no response
 - Should we consider changing the format for next year? Something to discuss with incoming ed services chair
 - Angela is professional adviser for Chomp Chapter – can try to connect with student president
- Shelby is connected to PR director at Santa Fe, in hopes to start a similar chapter there and get them involved in FPRA; would be good to have connection because many Santa Fe students are interested in careers in Florida
- Quiz for a Cause
 - Quizmaster secured; secured a lot of in-kind raffle items from Radwear (will save some for PDS) – small suitcase, golf bag, backpacks and cooler bags; Swamphead is donating a growler; free animal encounter plus tickets to Santa Fe Zoo
 - Sending donor logos to Kathy/Laurel for thank you post on social channels
 - 22 people registered, 2 complete teams (can combine people for teams if needed)
 - Medals and gift card to Swamphead for prizes

Secretary – Emily Mavrakis

- Nothing to report

Communications – Kathy Richardson, APR, CPRC, and Laurel Ring, APR

- Sending “deadlines reminder” email encouraging Quiz for a Cause signups and rising star award submissions

Community Relations – Styliana Resvanis

- Two weeks out from Amazing Give – selected Hands to Love as charity to help (13 submissions for pro bono aid); met with them and creating comms tip sheet, doing media outreach and creating ambassador toolkit
- Solidifying details for Q4 service project – planning on something related to kids, like backpack drive
- May host a food/supply drive during an upcoming chapter meeting/Pop Up PR/next winter holiday

Accreditation & Certification – Laurel Ring, APR

- April is APR month
 - Sign up before July 1 if interested in obtaining, in order to beat the anticipated fee increase

Programs

- Nancy Walsh now speaker for April – topic is on corporate rebranding

- Currently 20 registered
- Amelia Bell planning to be May speaker
- Reached out to someone as potential July speaker
- August is board installation (no speaker needed)
- Can start looking into September speakers

Professional Development

- PDS is June 25 at Thomas Center
 - Theme and graphic created (Ethics, trust and influence at a global scale)
 - Switching up pricing structure (early bird price and then regular price)
 - Trying to get webpage up by end of month to begin promotions/registrations
 - One speaker on ethics, can provide credit for APRs
- Committee has been meeting every other week
 - Liana reached out to print contact for in-kind mailers (Kathy to share quantity needed)

III. Announcements/Comments

- None

IV. Adjourn

- April 14 at 12:53 p.m.

CONCLUSION

Next meeting: May 12 at noon on Zoom

Submitted by: Emily Mavrakis