



2025-26 FPRA Gainesville Chapter Board of Directors  
December 2025 Meeting Minutes

## ATTENDEES

### Present:

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

### Guests:

- None

### Absent:

- Mikayla Birnstiel

## ORDER OF BUSINESS

## **I. Call to Order**

- Dec. 9 at 12:02 p.m. on Zoom

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

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

## **III. Treasurer's Report - James Neville**

- James went over the November cover sheet
  - Net total was \$2,329.23
  - A motion to approve the November treasurer's report was made by Shelby and seconded by Amy.

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

- Holiday party
  - 27 or 28 registrants; one attendee cannot make it and may be comped for a lunch meeting later; likely too late to make food order adjustments
  - Amy will arrive a few mins early to sign the member milestone certificates for recognition during the evening
  - May be some door prizes during the event
- Board membership: Kate Clement has resigned as PDS chair
  - Event is usually scheduled in June in lieu of program, but has been held in May as well
  - Crisis comms as a topic:
    - Consider including Pat Ford, one of our members who teaches Crisis Comms at UF, to re-engage him
    - Joel Staley might be interested – may be virtual since he is from SWFL
  - Potentially media training as another topic – Kathy has a person in mind, but might need to be virtual
  - Aim to have all speakers in person, based on feedback from last year

## **VI. Unresolved Business**

- None

## **VII. New Business**

- None

## **VIII. Committee Reports**

### **Immediate Past President – Angela Chan**

- PR Masters
  - UF loss prevention research center – fake grocery store room that they use for retail theft research – Angela has reached out to their contact and they are interested
    - Aiming for late Jan/Feb
  - UF bee lab tour – they already perform tours on a monthly basis\
    - Aiming for sometime in spring

- WCJB is still on radar for a second tour with them
  - Aiming for summer event

#### **President-Elect – Scott Schroeder, APR, CPRC**

- Nothing to report

#### **VP, Member Services – Amy Climenhage, APR**

- Next Pop Up PR event planned Feb. 4 at Boxcar
- Presenting member milestones at the holiday party
- New member Lisa needs to be pinned
  - **TASK:** Amy emailing her to see if she will be at Jan meeting
- **TASK:** Amy checking in to non-Oct member renewal list to see if there is anyone we should connect with to renew
- Member scholarships have not received applicants (recent grad or works for nonprofit) – applications remaining open through January at this time
- One non-member non-guest registered for holiday party – Kathy bringing informational packet to provide them

#### **Educational Services – Shelby Martin**

- Had meeting last week with Chomp Chapter president, who shared their spring meeting schedule and preferences for shadowing weeks
  - Would like a board member or two to attend Feb 18 or March 25 meetings (both held at 6 p.m.); Shelby is getting more info on topics they would be interested in hearing about
    - **TASK:** Let Shelby know if you are interested in attending either of those; preference for in-person speaker
    - Usually an interest in corporate and agency comms: Amy willing to attend; can ask Wendy Crites Wacker
  - Shadow days: March 30-April 5 or April 6-12 (these are usually half-days in the morning; can consider adding a virtual option with an hour meeting in person)
    - **TASK:** Shelby will connect with Chomp to propose the April 6-12 week
    - Will share promotions beginning in January

#### **Secretary – Emily Mavrakis**

- Nothing to report

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

- Dec newsletter has been sent
- Laurel created new membership promotional brochure
- Community relations fundraiser shared on social channels
- Kathy can send a standalone email about the community relations fundraiser if needed after the holiday party

#### **Community Relations – Styliana Resvanis**

- Standalone email and additional promos for Peaceful Paths fundraiser will be helpful

- Standalone email to be sent this week – Kathy to connect with Liana if she needs any other materials
- Emily to bring printed flyers for fundraiser to holiday party
- Currently at \$75 toward \$375 fundraiser goal; Deadline is currently 12/12, but can be adjusted (potentially to 12/19 – Liana to make this update on the backend so that donations will still be accepted)
- At Dec. 19 committee meeting, will plan to solidify project plans for the next couple of quarters

#### **Accreditation & Certification – Laurel Ring, APR**

- Two candidates in process and moving along
- Upcoming fee increase expected to begin April 1, if approved by the boards (increasing by \$110); maintenance fees for APRs will double
- Jan is CPRC month
  - **TASK:** Laurel will send personal emails to CPRCs at chapter to see if anyone is interested in sharing a testimonial

#### **IV. Adjourn**

- 12:47 p.m. on Dec. 9, 2025

## **CONCLUSION**

**Next meeting:** Jan. 13, 2026 at noon on Zoom

**Submitted by:** Emily Mavrakis