



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

ATTENDEES

Present:

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

Guests:

- None

Absent:

- None

ORDER OF BUSINESS

I. Call to Order

- March 10 at 12:01 on Zoom

II. Review and Approve Previous Meeting Minutes

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

III. Treasurer's Report - James Neville

- James went over the February cover sheet
 - Ending balance was \$6,762.89
 - Kathy has state rebate check to provide to James next week or deposit herself
 - A motion to approve the February treasurer's report was made by Angela and seconded by Shelby.

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

- Had a productive board retreat, going in depth on past president's report; thinking about future ideas for the chapter including recruitment of new members and keeping current members involved
- Brought up month-to-month membership to Hunter at state board; Amy reaches out each month to remind them it's expiring
- Recommendation from state on reserve funds
 - Goal of allotting some of profit into CD emergency fund (~\$9,000, equal to half of yearly expenses); we currently have ~\$2,500 in CD
 - Goal of doubling CD investment by the end of the chapter year, adding \$3k the following year to reach the \$9k goal
 - Need to come up with language of use case and voting mechanism for requirement to utilize emergency fund reserve
 - Can consider using HYSA instead of CD for long-term savings; will need to bring to the board for future discussion

VI. Unresolved Business

- None

VII. New Business

- None

VIII. Committee Reports

Immediate Past President – Angela Chan

- Chapter awards forms are live:
 - [Rising Star application](#)
 - [Professional member application](#)
 - [Member of the year application](#)
- PR masters at Loss Prevention Research Center (UF Innovation Hub) is March 26 at 3:30 p.m.

- Deadline to notify Angela if you are attending is 3/24
- 6 people registered so far
- Board applications are posted – 3 people have applied for positions so far
 - Can reach out to Angela, Kathy or Scott if interested in learning more about a position
 - Member-at-large position has been added to board application; past presidents eligible to apply
 - **TASK:** Angela looking into how this role differs from the immediate past president board position; reaching out to Central West Coast and Orlando chapters, who have this position, to see how they approach it
 - Will report back with a proposal via email to board members then update the board position page with that information

President-Elect – Scott Schroeder, APR, CPRC

- For anyone interested in programs, now is a good time to join the committee putting together the remaining committee for the rest of the chapter year – Let Scott and Kathy know if interested
 - Hoping to establish line up for following year at the beginning of the year
- Working to locate old photos, etc. to have on hand – Angela can provide some of these
 - Can potentially established a central location to save photos
- Working on ensuring bylaws and policies are up to date with Angela

VP, Member Services – Amy Climenhage, APR

- Starting up membership committee with Scott; hoping to engage more UF communicators
- Grant opportunity from state: All chapters can apply to receive the money for different purposes related to membership growth
 - Could be used to cover cost of speaker, attendee, ad campaign, etc.

Educational Services – Shelby Martin

- Quiz for a Cause
 - Let Shelby know if you have any leads for sponsorships
 - Escapology, Dave and Buster’s – Angela can reach out
 - Brother Cookie as option
 - Confirmed quizmaster from last year for Quiz for a Cause; Swamphead
 - Registration open: <https://www.fpragainesville.com/events-quiz-for-a-cause/>
- Chomp Chapter
 - Following up with student president to see if members needed for March 25 panel
- Shadow Days
 - Have one professional and no students signed up yet
 - Registration open: <https://www.fpragainesville.com/shadow-days-2026/>

Secretary – Emily Mavrakis

- Coverage no longer needed for April board meeting

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

- Send any updates for newsletter, web and socials early when possible

Community Relations – Styliana Resvanis

- Q2 service project with Keep Alachua County Beautiful went well; great turnout (about 8 members)
- Q3 service project: Having trouble coordinating with Junior League contact in order to select nonprofit to help for Amazing Give
- March nonprofit panel
 - 3 confirmed panelists
 - Sent email message to last year's attendees
 - Emily to moderate – finalizing questions
 - Kathy to purchase speaker gifts (\$15 box of chocolates from Thornebrook)
- Q4 service project likely to be another in person event

Accreditation & Certification – Laurel Ring, APR

- Meeting of state chairs yesterday
- April is APR month; sent messages to members for testimonials
- APR webinar from Space Coast chapter taking place April 9
- APR application pricing and renewal prices to increase on July 1 (recommend to apply by June 1 if interested before rate increase)
- 3 people in pipeline for APR, none for CPRC

Programs

- Nancy Walsh confirmed for May
- Potential speakers: Jeff Stevens from UF Health – potential for April or July; Amelia Bell
- Topics for future consideration:
 - ADA digital accessibility

Professional Development

- June 25
- Speakers secured
- **TASK:** Coordinating committee to meet once weekly to discuss specific needs (currently Angela, Scott and Kathy) – Liana to join committee and assist
- Still needed:
 - Food plans
 - Chicken Salad Chick or other cold lunch can be brought ahead of time and refrigerated
 - Publix platters for breakfast in past / Panera bagels
 - Kathy has coffee percolator she can bring day of
 - Day-of A/V set up
 - Promotion plans
 - Raffle prizes
 - Speaker gifts
 - Printed program
 - Liquid Creative previously sponsored printing

III. Announcements/Comments

IV. Adjourn

- March 10 at 1:04 p.m.

CONCLUSION

Next meeting: April 14 at noon on Zoom

Submitted by: Emily Mavrakis