



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

## ATTENDEES

### Present:

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

### Guests:

- None

### Absent:

- Kate Clement

## ORDER OF BUSINESS

### I. Call to Order

- 12:07 p.m. on Nov. 18 on Zoom

### II. Review and Approve Previous Meeting Minutes

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

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

- James went over the October cover sheet
  - Net total was \$425.35
  - Submitted audit forms to the state for last year
  - State approved budget for this board year
  - A motion to approve the October treasurer's report was made by Angela and seconded by Shelby.

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

- GA4 added to web, so we can now track Google Analytics of chapter website
- PayPal payment issue for online form has been resolved
- Holiday party: Dec. 10, from 6-8 p.m. at Crafty Bastards – form opening to register soon
  - **TASK:** Kathy to send calendar invite to the board
- State board meeting recap:
  - Chapter received award for highest renewal rate among medium-sized chapters; 100% renewal rate!
  - Golden Image and Pinnacle Award prices to increase
    - Portal for Golden Image opens April 17, with early bird deadline May 6
    - Pinnacle deadline is May 27
  - Discussion on student memberships not transferring to professional memberships in the organization

### VI. Unresolved Business

- Outstanding luncheon rollovers
  - Linda Homewood and Moxy paid to attend a lunch that they did not end up attending
    - Moxy will be at Thursday's lunch
  - **TASK:** Mikayla to email to remind them of the option to attend without paying again; can also offer to attend the holiday party without paying

### VII. New Business

- None

### VIII. Committee Reports

Immediate Past President – Angela Chan

- Working to organize PR Masters for spring, Potential options:
  - TV20 interested in having a group back for an afternoon session
  - Sandivk
  - New VA facility
  - Florida Museum
  - Cade Museum
  - Hippodrome
  - Phillips Center
  - Student athlete recreation facility – toured as part of winter symposium
  - Medical simulation center

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

- Met retention goals and added four new chapter members recently

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

- Personal reminders for renewals made a difference in our success
- Will need to pin new member, Lisa, at an upcoming meeting (she is not currently on the list for Thursday) – may not have new pins in time for the ceremony, as they are currently in transit
- Next Pop Up PR Feb. 4 at Boxcar at Depot Park, 5:30 p.m.
  - **TASK:** Kathy to send a calendar invite to the board and begin working on promotion materials

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

- Meeting with Chomp Chapter president in Dec. on Zoom – can send the meeting link to Kathy if interested; will find out how we can help support the chapter
- Reaching out to venues for Quiz for a Cause early next year; planning for late April again; looking into slightly larger options than Swamp Head in case we have more teams
- Kathy speaking with Hispanic PR student group on Jan. 29 – other board members are welcome to attend

#### **Secretary – Emily Mavrakis**

- Nothing to report

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

- 100% open rate for email reminders related to renewals
- **TASK:** Send anything for the Dec. 2 newsletter as soon as possible
- Will likely send separate email announcing holiday party
- State discussed retiring X/Twitter account; no deleting it but no longer updating it
  - Our chapter's X has not been utilized since Marbella's presidency (two years ago)

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

- Service projects:

- Q1: Working with Peaceful Paths to raise money for their holiday food pantry – PP is rolling out custom pages, so our chapter can track involvement and report on who has participated and how much we've raised
  - Working on promotional materials
  - Fundraising goal: \$375
- Q2: Looking at in person opportunity volunteering with Keep Alachua County Beautiful in February
- Q3: Serving breakfast at Ronald McDonald House + Amazing Give participation
- Q4: Something related to schools (supply drive, packing backpacks, etc.)
- Nonprofit media panel
  - Plan to use 3/19 March, committee currently identifying panelists in media/PR/nonprofit space – please send any ideas to Liana
  - Leaving time for audience Q&A at the end in lieu of the speed networking portion last year
  - Committee will plan to cover cost of speaker lunches and gifts

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

- Meredith Bauer-Mitchell earned her APR!
  - Amy to send Laurel the APR script for Thursday's meeting
- Jan is CPRC month – state has asked for testimonials and headshots for anyone who would like to participate
- APR exam and maintenance costs to increase

#### **Programs – Mikayla Birnstiel**

- Speaker for Thursday has changed – still about First Amendment, but related to technology
  - Jane Bambauer, the Brechner Eminent Scholar at the Levin College of Law and at the College of Journalism and Communications
- Speaker not confirmed for January, but looking into options

#### **Professional Development – Kate Clement**

- Not present

### **III. Announcements/Comments**

#### **IV. Adjourn**

- Nov. 18 at 12:57 p.m.

## **CONCLUSION**

**Next meeting:** Tuesday, Dec. 9 at noon on Zoom

**Submitted by:** Emily Mavrakis