



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

ATTENDEES

Present:

- Emily Mavrakis
- Kathy Richardson, APR, CPRC
- James Neville
- Laurel Ring, APR
- Angela Chan
- Amy Climenhage, APR
- Kate Clement
- Styliana Resvanis

Guests:

- None

Absent:

- Scott Schroeder, APR, CPRC
- Shelby Martin
- Mikayla Birnstiel

ORDER OF BUSINESS

I. Call to Order

- Oct. 14 at 12:04 p.m. on Zoom

II. Review and Approve Previous Meeting Minutes

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

III. Treasurer's Report - James Neville

- James went over the September cover sheet
 - Some members have been having trouble successfully registering for monthly programs using the online form; have been using Square as an alternative for those members
 - May be related to paying with card (appears to be disabled) vs. paying with PayPal option
 - The form was set up through Liquid Creative
- Submitted annual budget to state; have not received a response from them
- **TASK:** James to connect with Scott to figure out the credit card disabled option on the form
 - Net total for chapter is \$6,239.54
 - A motion to approve the September treasurer's report was made by Angela and seconded by Kate.

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

- Dec. 10 for holiday party, location TBD
- Chapter website
 - State is offering \$1,000 if the chapter is willing to include two ads on the site for 6 months (unclear what the ads will be for); goal of increasing to 100 unique views per month to drive website traffic
 - Will need to enable Google Analytics on our site in order to track our traffic; this would be worth knowing for our own purposes anyway

VI. Unresolved Business

- Potential new member from Ocala paid non-member rate; may need to be refunded \$5
- Moxy may need to be refunded \$22

VII. New Business

- None

VIII. Committee Reports

Immediate Past President – Angela Chan

- Connected with Chamber contact for PR Masters ideas
- Ideas for upcoming PR Masters programs: Phillips Center tour following renovations; Florida Museum of Natural History once reopened; football facility tour; Sandvik; new VA facility off Williston Road

- PR Masters at WCJB was well attended; some people could not attend and we may be hosting an afternoon session so others can join
- **TASK:** Figuring out a once-a-year non-PR Masters event open to all members, to generate income

President-Elect – Scott Schroeder, APR, CPRC

- No report

VP, Member Services – Amy Climenhage, APR

- Focused on renewals
 - Board members: please reach out to your buddy list members to remind them
- At 62% renewal rate; second-highest of all state chapters right now
 - From Kathy: 15% of members are on auto renew; working with Hunter at the state board to determine if these members have been counted as renewed yet or not
- New member pinning this Thursday for Shelley Vickers
- Pop Up PRs:
 - Next one: Oct. 29 at 5:30 p.m. at Superette
 - Will announce at Thursday's chapter meeting
 - Other dates/locations for the remainder of the year added to the 2025-26 shared calendar

Educational Services – Shelby Martin

- Reported by Kathy in Shelby's absence
- In email contact with Mickey Nall to get connected with the Chomp Chapter president

Secretary – Emily Mavrakis

- Created a shared chapter calendar; please add content for any upcoming events: https://docs.google.com/spreadsheets/d/10bV7R2vKdQA1F41S8j_GETOInp8phaPfla0K7O-G0fM/edit?gid=0#gid=0

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

- Make sure to send content for newsletter as early as possible
- Working on sending newsletter messaging customized when possible ("Thanks for renewing" message to members who renewed vs. "Don't forget to renew" message to those who have not)
- **TASK:** Setting up Google Analytics to be able to track our web traffic
- **TASK:** Will increase messaging for upcoming Pop Up PR and scholarship forms following Thursday's chapter meeting

Community Relations – Styliana Resvanis

- First committee meeting scheduled for Oct. 24 with about six participants
 - Will map out the first community service project for the year and identifying other project options through the rest of the year

Accreditation & Certification – Laurel Ring, APR

- 3 people in the pipeline working toward their APR
- Touching base with interest list pulled together last year
- Meeting with statewide credentialing chairs next Monday

Programs – Mikayla Birnstiel

- Reported by Kathy and Angela in Mikayla's absence
- 19 members + speaker registered for Thursday's program
- Lyrissa Lidsky confirmed as November speaker

Professional Development – Kate Clement

- Researching locations for June's event
- Thinking of pulling together a committee to help with planning for PDS
 - **TASK:** Let Kate know if you or someone you know would be interested in joining

III. Announcements/Comments

- None

IV. Adjourn

- Oct. 14 at 12:54 p.m.

CONCLUSION

Next meeting: Nov. 18 at noon on Zoom

Submitted by: Emily Mavrakis