

## **PRSA Board meeting Minutes from Oct. 6, 2011**

Board in attendance: Don Hendricks, Ann Elwell, Lisa Cox (via conference), Nicki Donnelson, Tom Ellis, Randy Berger.

**I. Meeting minutes** – Minutes from September approved. Minutes will be posted on the website and forwarded along to regional chairs.

**II. Treasurer's report** – Lisa reported on a busy month with conference registrations, conference expenses and stipends reflected in this month's budget statement. Ending balance of \$8,663.29.

We reviewed the professional development conference, which drew more than 50 participants. Expenses for speaker David Grossman will cut into the net revenue a bit, but we still came out ahead financially. The board agreed that having a high-profile speaker is worth the expense, especially since it makes our conference a bargain compared to other conference opportunities attendees may have.

**III. President elect's report** – Tom shared the slate of nominees for next year's board. They are:

**President-elect:** Lori Marble

**Secretary:** Becky Lucas

**Treasurer:** Tamera Heitz-Peek

**Assembly Delegate:** Andrea Mostyn

**Communications director-at-large:** Jill Finney

**Chapter liaison director-at-large:** Regina Waters

**Membership director-at-large:** Paula Ringer

Everyone nominated has agreed to serve; a vote will be held at the October meeting. Lisa and Nicki will assist Tamera and Jill in the transition to their new roles. We also discussed gathering the 2011 and the 2012 boards together at the January planning retreat so we can all share information.

The October meeting will feature a webinar on Managing Millennials from Ken Jacobs of Jacobs Communications Consulting.

Tom participated in the district conference call, which focused on the 2012 district conference, which will likely be held in Chicago. Volunteers are currently being sought for conference subcommittees.

Tom also reviewed the feedback surveys from the professional development conference. We received overwhelmingly positive responses from participants.

## **IV. Directors' reports**

**Communication** - Nicki is working on the next newsletter, which will be the final full newsletter of 2011. The deadline for submissions is Oct. 10.

We also discussed plans for the Evening of Stars event in November. We have 17 nominees so far, with strong contenders in every category. Melinda Arnold, who had previously headed the nomination committee, finds herself nominated in at least one category, so Don will lead the committee through the remainder of the process. Nicki reports that the evening's menu has been selected. To break even after the cost of the meals and awards, we will need roughly 99 attendees, a number that seems high for a first-year event. The board agreed that since any shortfall from the event would be similar to the shortfall from a traditional holiday luncheon, the investment is worth it.

Nicki is working on the room arrangement and Don is preparing the program for the event. Registration is available on the website and we are planning to promote the event early since we need to have a head count 10 days prior to the event.

Ann suggested that in our “thank you” messages for professional development conference attendees we could include a reminder about the Evening of Stars event.

The board also opted to skip a November board meeting and hold a December board meeting instead so we can wrap up and assess the success of the Evening of Stars.

**VI. Other business** – We discussed the members whose memberships will be expiring soon and the need to reach out to them to avoid having them drop off the rolls as we enter the holiday season. Board members divided up the expiring/expired memberships and made plans to contact those members and encourage them to consider renewing.

We also discussed developing a way to stay in contact with prospective members, possibly forwarding our regular communication emails to them

**VII. Adjournment** – Meeting adjourned at 1:05 p.m.