

## **PRSA Board meeting Minutes from June 2, 2011**

Board in attendance: Kelly Polonus, Ann Elwell, Tom Ellis, Don Hendricks, Lisa Cox, Nicki Donnelson, Randy Berger.  
Guests: Stacy Fender and Melinda Arnold.

**I. Meeting minutes** – May meeting minutes have been approved and posted.

**II. Treasurer's report** – Ending balance of \$6,556.92, with a few things still pending from May.

**III. President elect's report** – Tom sat in on the most recent district conference call, where he heard that the district survey had received 94 responses so far. In addition there have been two applications for the speakers bureau, including one from Jeff Nene of Convoy of Hope. Tom also reminded us that he will be attending the leadership rally next week.

### **IV. Directors' reports (abbreviated to allow for awards banquet discussion)**

**Communication / site coordination** – The next newsletter will clarify some changes in our meeting locations. The next meeting will be held at The Library Station and Kelly will remind members of the location change when they send in RSVPs. Our August meeting will be held at Great Southern and we're planning on sending out additional reminders beforehand.

### **V. Other business**

#### **a. November awards banquet**

We discussed our November awards banquet, looking at the financial side of the event as well as the content and logistical details.

Nicki prepared a detailed rundown of costs at a variety of locations and we were able to identify a venue (Wellington South) where we could do the event with a small net loss that is similar to that of our traditional holiday luncheon. Melinda presented a proposed timeline for advertising, gathering nominations and declaring winners.

We discussed whether we wanted to start with a smaller event primarily for chapter members or if we'd like to commit to a larger event that could broaden the reach of the chapter. The board voted on and approved a plan to hold an evening event that will be designed to attract both our chapter members and other PR practitioners from around the area. We decided that the event would be best timed on a Tuesday or Thursday the week before Thanksgiving.

We also discussed the slate of awards and how many we would like to present in total. Our options are still open between having a small slate of awards that we hope to grow in future years or having a full slate of awards from the beginning.

Melinda will chair a committee for the event with Don supporting. Nicki will assist with venue logistics. Melinda is planning to pursue some non-board chapter members who could serve on the committee. She will let the board know when a committee is formed.

#### **b. PR Boot Camp**

Stacy Fender updated us on the upcoming boot camp event. The event has a full schedule of confirmed speakers and we have settled on assorted breakfast items and a burrito/taco bar from Qdoba for lunch.

An expanded news release on the event is forthcoming and we plan to promote it via PRSA social media channels. We discussed the need to promote the event at the June meeting, since we don't have a regular July meeting. Ann suggests that we reach out to women in communication and AAF to make sure they're aware of the boot camp opportunity.

**VI. Adjournment** – Meeting adjourned at 1 p.m.