

PRSA Board meeting Minutes from August 4, 2011

Board in attendance: Kelly Polonus, Tom Ellis, Regina Waters, Don Hendricks, Rod Surber (via conference), Randy Berger.

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

II. Treasurer's report – July's ending balance is \$5,068.13, not counting two key upcoming deposits: \$1,230 in PR Boot Camp registration dues and a \$550 leadership rally stipend.

III. President elect's report:

Tom reports that he has been in touch with a chapter in suburban Chicago that is interested in developing its own PR boot camp.

Tom also shared updates from the June conference call and the leadership rally. The June call focused on the proposed dues increase. There's a lot of mixed sentiment among district chapters about the higher fees. The leadership rally also included an extensive justification of the proposed increase, noting the need to have a \$30 increase just to maintain the status quo of services over the next few years. An additional increase beyond that might be needed at some point to bolster PRSA's cash on hand.

For our upcoming meetings, we'll have Brad Mitchell from Web and New Media at Missouri State speaking about social-media video production. In October, we'll be hearing from Sheri Hawkins of 2balance, a Springfield-based PR firm.

IV. Directors' reports

Membership – Kelly reports that Robert Bruno and Rhonda Clark at Missouri Southern are now members. Attorney David Ransin who attended the boot camp is planning to attend the August meeting and is a prospective member. We also have a few more prospects from the boot camp that Kelly is following up with.

We're planning to promote the offer of a waived initiation fee for new members who join in August, along with the \$10 discount on the professional development seminar for boot camp participants who join before the August meeting.

Chapter liaison – Regina reports that we have five scholarship applicants. Zac Rantz is planning to gather the selection committee next week. We discussed the timing of the formal announcement of the winner; we're currently thinking about making the announcement at the professional development seminar (which the winner will be able to attend for free) and then recognizing the winner at the awards banquet.

Regina is also planning to follow up with the Community Foundation to make sure they are aware that Zac is the official contact for the scholarship check.

Regina is also working to spread the word about the professional development seminar. A contact in Branson is helping promote the event there and contacts have been made at Missouri State and Drury. Regina will also be in touch with Rhonda Clark at Missouri Southern.

We're checking with Claire to see if there is a flyer for the seminar that can be distributed to promote the event. We're also considering bumping back the date for early-bird registrations.

Andrea Harp at Ozarks Community Hospital is also working with Regina to build student engagement with the Missouri State PRSSA chapter. We briefly discussed a student component to the professional development seminar that will include portfolio and resume review as well as advice on appropriate business dress.

Assembly delegate report – Rod reports that the proposed dues increase continues to dominate discussion on the conference calls. Rod is gathering some information about the proposal, as well as a list of benefits added since 2002, that can be included in the next newsletter. We're also planning to discuss the increase with members at the August meeting.

V. Other business

We discussed our current position in planning the November awards banquet. Based on the timetable we discussed at our June meeting, we are a few weeks behind in sorting out the details.

The board agreed that we'll need to have details in place before the August meeting for a large-scale event to be a success. We also discussed the possibility of having a more low-key event this year, with a few chapter awards rather than a full slate of community awards. We'd plan to expand the event next year. Don and Melinda are planning to discuss the possibility of scaling back the event, with the goal of reaching a decision next week.

VI. Adjournment – Meeting adjourned at 1:00 p.m.