

PRSA Board meeting Minutes from March 3, 2011

Board in attendance: Regina Waters, Kelly Polonus, Ann Elwell, Don Hendricks, Tom Ellis, Lisa Cox, Nicki Donnelson, Rod Surber (via conference), Randy Berger

I. Meeting minutes – The minutes from the February meeting have been posted on the website. Board agreed that future meeting minutes will be approved via e-mail rather than an in-person vote.

II. Treasurer's report – We ended the month with a balance of \$6,676.76.

a. Annual budget – We reviewed the annual budget and approved it unanimously.

III. President elect's report – The PR Bootcamp Committee will meet next week to plan the event, which is now set for July 28 at the Chamber of Commerce. Regina suggested that there might be an opportunity to involve a student on the bootcamp planning committee. Daniel Ortega at Drury would be a good contact for reaching out to students.

Professional development conference (Sept. 20) – Don reports that David Grossman is confirmed as a presenter. Details are still being worked out on whether he will deliver a single presentation or be involved in multiple sessions.

Monthly meetings – March will feature Lisa Rau from Silver Dollar City. April will focus on the blizzard with Lynn Onstot from the City of Joplin and MoDOT's Wendy Brunner-Lewis. In May, we'll hear from Jennifer Ailor and Andrea Mostyn on the APR process. We discussed the possibility of a webinar for June. Rod mentioned that he knows a gentleman who is originally from Egypt who might be willing to speak to the group about the role of social media in the recent revolution there.

District conference call – Tom updated us on the highlights of the district conference call, which include an upcoming district survey of all chapters and a request for members who might apply for the speakers' bureau. Regina suggests that we might identify members of our chapter who would be good candidates and encourage them to apply. Tom is also planning to make reservations and airfare arrangements for this year's leadership rally.

IV. Directors' reports

Communication – Nicki reviewed the results of the new member survey – we went over some of their comments and suggestions. We discussed the possibility of creating a welcome packet for new members that would include a welcome letter and/or links to information about the chapter.

Membership – Kelly has been looking at national resources to see the best practices for onboarding new members. She's planning to connect with national to get on their e-mail list so she will receive automatic notifications when there are new members.

We revisited the discussion of incentives at monthly meetings and we talked about creating a few prizes for our awards ceremony meeting in November. Right now, we're leaning toward getting a few prizes that will be drawn for at that meeting. Members will be entered into the drawing based on the number of meetings they've attended throughout the year.

Chapter liaison – Regina is working with Susan Wade to transfer the information about the scholarship to Zac Rantz. Right now, the deadline to apply is May 28, but this is subject to change. She's also working with Becky on setting up the Skype account for a future meeting.

V. Assembly delegate report – Rod reports that he will have a call with Melinda in preparation for the delegate assembly; they'll discuss topics likely to come up this year, including the discussion of the APR requirement for

board service. Don points out that the PRSA site has a listserv where members can post or read discussions by topic and it features topics for assembly delegates.

VI. Other business – Don reports that Melinda will take the lead in developing a program for our holiday meeting. Don has posted on the listserv about our plans and has gotten feedback from other chapters that have tried similar events. We discussed the possibility of offering awards for “Best Community Program,” “Best Program for Kids,” etc.

We discussed the timeline we’d need to adhere to to get entries and get them judged before the awards. We agreed that we’d ask Melinda to complete her proposal by the May board meeting and then we would work on getting the word out about the awards.

VII. Adjournment – Meeting adjourned at 1:08