



East Central District

PRSA East Central District – Board of Directors Minutes for November 11, 2015

ECD Board Members Present

Chair Todd Bailey; Immediate Past Chair Rick Batyko, APR, Fellow PRSA; Chair-elect Sarah Bednarski; Secretary M.J. Clark, APR; Treasurer Gretchen Fri, APR; Director Kelly McGlumphy, APR; Director Menisa Marshall; Director Diane Krider, APR

ECD Board Members Absent

Director John Austerberry, APR

Other District/Chapter Leaders Present

ECD Administrator Diane Slaughter, CAE, APR, Fellow PRSA

Call to Order

Meeting called to order at 9:25 a.m.

Bailey

Minutes

The October minutes were accepted as presented.

Clark

Financial Report

Income for October was \$1,665.23, primarily from Diamond Awards entries. Total expenses were \$265 for administrative fees and \$50 reimbursement to Jay Starr for inadvertently charged QuickStart registration fees. At the end of the October, checking was favorable at \$8,958.62. CD balance was favorable at \$3,168.39. Total district assets are favorable at \$12, 127.01.

Fri

PRSA ECD Nominating Committee Report and Vote

The slate was posted for 30 days without comment from the membership. The slate was recommended for approval to the board, per the district bylaws. Motion to approve: M.J. Clark; Second: Diane Krider. Motion passed unanimously.

Batyko

PRSA ECD Bylaws Revision Vote

Bylaws revision allowing us to increase the size of our board by one person. The revision was recommended for approval per the district bylaws. Motion to approve: Sarah Bednarski; Second: Gretchen Fri. Motion passed unanimously. The updated bylaws will be submitted to National PRSA by Administrator Slaughter.

Batyko

PRSA ECD Website Update

Request for expertise in WordPress to help us with our website. We would like to have it back online by the end of the year.

Bailey

Board of Directors

Chair

Todd Bailey
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Central Ohio Chapter

Chair-Elect

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Kelly McGlumphy (2016)
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Greater Cleveland Chapter

Administrator

Diane Slaughter CAE APR Fellow
304.984.0308
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PRSA ECD Diamond Awards Update

Krider

We have 46 entries after extending the deadline to ensure all nominations were received from two different websites and that all received deadline information (via MailChimp). Diane S. set up a new PayPal account (so now we have two), and nearly \$700 in the account from Diamond Awards has been moved to our bank account. With the ECD Diamond Awards PayPal Account, we could give that to each chapter that hosts and change the link to their chapter's bank account instead of ours. (We will recognize Bobbie, Marilyn and David in a service award next year.)

PRSA ECD QuickStart Leadership Conference Recap

Bednarski

Not a lot of response on the survey, but it was suggested instead of having it all day on a Saturday, we could split it up and have half a day on Friday and half a day on Saturday.

Results of Annual Survey

Fri

There were 13 respondents (10 were presidents or presidents-elect). Most people are familiar with the District (38% are familiar, 62% are somewhat familiar). Most important things we provide are QuickStart and Best Practices. We added a question about what leaders are most challenged with, and responses were 1) keeping exec. level members engaged, 2) Getting people to see value in APR, 3) Value in national membership. Least challenging was serving new pros and working with PRSSA chapters.

National Dues Collection/Conference

Bailey

National PRSA will collect district-level dues along with chapter dues in the future. They are working out the logistics now. When we have more concrete information, we will share it. At the October board meeting, we discussed two by-law amendments. Assembly passed both proposals overwhelmingly. PRSA was encouraged to release National Conference dates five years in advance so we can plan (they have the dates confirmed, but usually don't release them).

Platinum Award

Clark

Chapters who nominated someone have been notified of the results. The winner's nominator was notified, Diane S. has ordered the award, and plans are being made to present the award.

Diamond Awards

Krider

Diane is looking for 10-15 judges for Diamond Awards. She will forward names by Nov. 23, the chapter will send them to you in early Dec., and the deadline is Dec. 21. Diane S., Todd, Sarah, Gretchen and M.J. all offered help.

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East Central District

17th Chapter in our District?

Bailey

A group of PRSA leaders is interested in forming a new chapter in Huntington, W.Va./Ashland, Ky./Ironton, Ohio/Portsmouth, Ohio area. PRSA ECD will be speaking with other area chapters within the district and anticipates submitting a letter of support as required by PRSA.

New PRSSA Chapter

Batyko

Baldwin Wallace will be a new PRSSA chapter in our District (affiliated with Cleveland Chapter).

Adjourned at 9:54 a.m.

Respectfully submitted,
M.J. Clark, APR
Secretary

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