



East Central District

PRSA East Central District – Board of Directors Minutes for May 12, 2016

ECD Board Members Present

Chair Sarah Bednarski, APR; Chair-Elect Gretchen Fri, APR; Secretary M.J. Clark, APR; Immediate Past Chair Todd Bailey; Directors Meredith Amoroso, Chris Kemper, APR and Director Vanessa Stiles, APR

ECD Board Members Absent

Treasurer Diane Krider, APR; Directors Kelly McGlumphy, APR, Menisa Marshall

Other District/Chapter Leaders Present

Katie Kennedy (President, Greater Cleveland Chapter); PRSA Regional Representative Manager Don Mounce, APR; ECD Administrator Diane Slaughter, CAE, APR, Fellow PRSA; Holly Wiemers (President, Thoroughbred Chapter); ECD Regional Representative David Shank, APR, Fellow PRSA; Stacy Deel (President, West Virginia Chapter), Kenge Gonzalez (PRSSA President, University of Michigan – Dearborn); Sonja Popp-Stahly, PRSA National Board

Call to Order

Meeting called to order at 9:04 a.m.

Best Practices

Meredith introduced Don Mounce, APR, PRSA Regional Representative Manager, to discuss best practices in creative approaches to growing membership. Don’s presentation notes will be shared.

Sarah and Dave will chat about conducting a gap survey for chapter leaders, and Dave will check if something like this already exists. Then, let’s share the information.

Minutes

Bailey made a motion to approve the April minutes and Fri seconded. The April minutes were accepted as presented.

Financial Report

Income for March was \$381 from chapter dues. Total expenses were \$265. At the end of March the checking balance was favorable at \$8,899.78. CD balance was favorable at \$3,175.12. Total district assets are favorable at \$12,074.90.

Board of Directors

Chair

Sarah J. Bednarski, APR
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Northwest Ohio Chapter

Chair-Elect

Gretchen E. Fri, APR
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White Pine Chapter

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Central Ohio Chapter

Immediate Past Chair

Todd Bailey
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Hoosier Chapter

Administrator

Diane Slaughter CAE APR Fellow
304.984.0308
eastcentraldistrictprsa@frontier.com

Bednarski

Amoroso

Clark

Fri

QuickStart Conference

Sept. 23 and 24. – 1-4:30 on Fri. for board meeting and 7:30-3:30 on Sat. for the conference at Fahlgren Mortine in Easton. Friday evening happy hour will be with heavy appetizers instead of dinner (probably at Bar Louie). A block of rooms is reserved at the Marriott and open for reservations now. Chapter presidents and other leaders are invited. Board members, please help with communication to chapters. Send an additional e-mail or call them to get firm commitments. Gretchen will update the registration form and send it out, as well as a draft agenda. Jay Starr will be joining us.

Diamond/Platinum Awards

2015 award winners are listed on the district website. Kelly will send communication out to chapters. Sarah will check into when the awards will be in hand.

Website

The website has been updated. Board members, please look to see if all the information posted is correct for professionals and chapters.

Social Media

Vanessa encouraged us all to continue to follow ECD and share, post, like, retweet, etc. all of her posts. Tag when you can, and if you are tagged, please re-tweet, so your members see it.

National Board Members

Potential National Board members are being sought. ECD slot and at-large positions available – June 14 deadline. Sonja is happy to talk to anyone interested about her current role as ECD board liaison.

Advocate for the District

What will ECD offer to chapters to help people get to the international conference? Can we offer money to offset bus rental? Could we add a social event at the conference, hosted by ECD, to offer a networking opportunity? We will have a separate conference call to brainstorm more ideas.

Fri

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Bednarski
(for Marshall and Krider)

Bednarski

Stiles

Bailey

Stiles



East Central District

PRSA National Update

Strategic planning is happening now. The National Leadership Rally will be part of the assembly, and M.J. Clark will be the luncheon speaker on Friday.

David Shank – A benefit PRSA is considering is creating a common vendor for website and social media for all chapters. They are trying to get an idea of how much these services cost chapters. Email him some thoughts/numbers. Chapters want to make sure there is adequate support included.

Adjourned at 10:03 a.m.

Respectfully submitted,
M.J. Clark, APR
Secretary

Popp-Stahly

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