



East Central District

PRSA East Central District Board of Directors Meeting Minutes – Feb. 14, 2018

Attendance

Board Members Present: Andrea Clark, Jennifer Flowers-Kolf, John Palmer, Gretchen Fri, Sue Patrick, Adrienne Wallace, Debbie Davis and Diane Slaughter

Board Members Absent: Kelly McGlumphy, Chris Kemper and Sara Payne Scarbro

Chapter Representatives and Guests: Crystal DeStefano (PRSA), Amy Preske (Thoroughbred), Angela Bennett (Akron), Megan Bulla (Hoosier), Jared Meade (NW Ohio), Kaylin Staten (River City), Kyra Harris (West Virginia)

Meeting Called to Order at 9:02 am.

Minutes

- Jennifer made a motion to approve the minutes and Sue seconded. Motion carried.

Financial Report

(Diane Slaughter)

- Diane shared that Central Michigan sent in the ECD the income for the 2016 Diamond Awards, which totals \$1,149.29. We are still waiting for 2017 income from the Diamond Awards.
- Net income (Jan. – Dec. 2017): \$7056.80
- Total Assets: \$4856.47
- Total Expenses: \$9514.50
- The report was accepted as information.
- Diane provided an update that the 2016 Diamond Awards check for \$1149.62 was received.

National Updates

(Crystal DeStefano)

- Crystal shared the option of moving to direct deposit for membership fees is an option. There is a \$5 per month fee to participate. Discussions are occurring with District representatives and national regarding this service and the fee.
- National is helping Chapters and Districts with IRS filings for 2018. A 990-N form is required for PRSA National filing. The form from national is due May 15. Once the form is submitted to the IRS, a confirmation receipt should be sent to the Chapter/District.
- Crystal recommended that District/Chapters follow PRSA President Tony D'Angelo's recent media outreach regarding the profession.
- National is encouraging news/story submissions to their communication channels.

Board of Directors

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Diamond Awards

(Gretchen Fri)

- Gretchen is participating in training this week for the OMNI awards platform.
- She is developing a timeline and guide book for the program. Target date is to have these resources completed by March 1. Save-the-Date announcement is set for May 1. Though not final, Gretchen is targeting Sept. 14 for an early bird deadline and Sept. 28 for the final award submission deadline.
- The District has a true reciprocal judging agreement this year with the New Mexico Chapter. They will need our support for judging in August.

Nominating Committee

(Gretchen Fri)

- The National Nominating Committee met on Feb. 6th. A call for nominations is set for Feb. 20. The East Central District seat is open for the upcoming elections. A conference call is set for March 14th for interested applicants. The position is a two-year term. ECD Board is encouraged to consider a member to serve/nominate.

2018 Best Practice Calls

(John Palmer)

- PRSA Chicago Career Contributions program
- Confirmation of speakers.

2018 QuickStart

(Jennifer Flowers-Kolf)

- Jennifer provided an overview of the QuickStart program. The event is in September and will be in the Columbus area. Falgren Mortine has offered to host the event this year.
- ECD Chapter leaders are encouraged to consider topic areas and focus areas for this year's program.

Social Media Update

(Wallace/Patrick)

- Adrienne shared an update of the work done by she and Sue thus far to audit the web site and social channels.
- She noted that the web site needs a back end update as well as an overall refreshing.
- On the social side, there is a content calendar (to be included in this email recap) that all board members should review.
- The board will be asked to help develop content.

Chapter Updates

- The "6-Minute Chapter Updates" started this month with updates from Hoosier and Akron.
- Hoosier Chapter President Megan Bulla shared an update. Key points:
 - o 378 members in the chapter
 - o Includes all of Indiana, and Fort Wayne has been starting some local programs
 - o Pinnacle Awards in April are the chapter's signature program, with more than 100 attendees.

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East Central District

- o An opportunity in the chapter has been sponsorship. Megan shared that at ECD's QuickStart last fall, they learned about the Detroit Chapter's model and have since adopted it. They will launch a new sponsorship approach that will run June to May.
- o Hoosier also hosts monthly events, flipping between networking and programs every other month.
- Akron President Angela Bennett shared an update. Key points:
 - o About 100 members in the chapter
 - o Focus in NE Ohio area, with some reach into Cleveland.
 - o The chapter hosts monthly networking events that include some professional development.
 - o Signature program is the annual "YouToo" social media conference, which is in its 11th year.
 - o This event draws about 200 people and includes two keynotes and several breakouts.

Chapter Liaison Updates

(All)

- All members are encouraged to reach out to liaison chapters if you haven't yet. Assignments:
 - o Akron: Kelly McGlumphy, APR
 - o Bluegrass: Sue Patrick, APR
 - o Central Michigan: Andrea Clark, APR
 - o Central Ohio: John Palmer, APR
 - o Cincinnati: Chris Kemper
 - o Dayton Area: Chris Kemper
 - o Detroit: Jennifer Flowers-Kolf, APR
 - o Greater Cleveland: Kelly McGlumphy, APR
 - o Hoosier: Debbie Davis, APR, Fellow PRSA
 - o Northwest Ohio: Gretchen Fri, APR
 - o Northwest PA: Gretchen Fri, APR
 - o Pittsburgh: Andrea Clark, APR
 - o River Cities: Sara Payne Scarbro
 - o Thoroughbred: Sue Patrick, APR
 - o West Michigan: Adrienne Wallace
 - o West Virginia: Sara Payne Scarbro
 - o White Pine: Jennifer Flowers-Kolf, APR

Meeting adjourned at 9:26 am.

Respectfully submitted,
John Palmer, APR
Secretary

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