

**PRSA East Central District – Board of Directors
Minutes for April 8, 2014**

ECD Board Present

Chair Richard Batyko, APR, Fellow PRSA; Chair-Elect Todd Bailey; Treasurer Sara Bednarski, APR; Secretary Gretchen Fri, APR; Director David Shank, APR, Fellow PRSA; John Austerberry, APR; Director Natasha Baker, APR,; Immediate Past Chair Denise Clark

National Representatives Present

Sonya Pop-Stahley, APR; Candice Bellittera, Chapter/District Relationship Manager; Director Diane Krider, APR

Chapter Representatives Present

Laura Deed, Central Ohio; Dan Smaldone, Bluegrass Chapter; Courtney Kasinger, Hoosier Chapter

Call to Order (Batyko)

Meeting was called to order at 9:01 a.m.

Best Practices Call

Maximizing your networking opportunities by Thoroughbred Chapter

Minutes (Fri)

March meeting minutes were approved as submitted.

Financial Report

Bednarski – Chapter ECD dues notices were just sent out. See attached for complete financial update. The District had no income during March. District expenses for the month were \$265 for district Administrative services in March. The current total in the district checking account is \$4,867.33. The district CD totals \$3,150.51. Total district assets are \$8,017.74.

Enhance Chapter Leadership Development

- A. Bailey – To reiterate - *QuickStart* will be in Columbus, September 19-20. Board recommendations for *QuickStart* sessions are needed. Please talk with your chapters to see what they would be interested in. As previously discussed, two leaders per chapter are encouraged to attend. Financial support through sponsorships is needed. Please contact Todd with any leads.
- Todd will be reaching out to gather session suggestions
- B. Offer the Chapter Excellence Award program to recognize chapter best practices. (Austerberry)
- On schedule – May kick-off targeted

Board of Directors

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Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Clark – To reiterate - National Nominating Committee is now accepting applications.
- Rick and Sonya are running for National Board.
 - Please encourage chapter leaders to apply for national or ECD board membership now for 2015, or have them start thinking about future membership.
 - 2015 ECD recruiting schedule – Sept. – final review of candidates, Oct. present candidates to board, Nov. vote.
 - Denise will be contacting all APRs and encourage them to run for National office
- B. Recognize elected national board members, national committee and section chairs, and new inductees to College of Fellows prominently on the website. (Baker)
- Rick suggested liaisons reach out to chapter presidents to find out if they are participating on any national committees, etc. We would like to recognize them on our ECD website.
- D. Offer the Platinum Award to recognize an outstanding member who has served at the district and/or national levels. (Fri)
- Same timeline as previous years. Notices will begin to go out late April/May. Nominations returned in August and voted on at face to face board meeting in September.

Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Best Practices call (Shank)
- David asked board to encourage chapter leaders to identify programs that can be shared on monthly calls
- B. Post best practices on website. (Baker)
- Natasha suggested we encourage the sharing of ideas on social media and chapter website.
- C. Facilitate speakers for or between chapters or professional development seminars. (All)
- Rick asked Diane to set up a conference call to discuss points E and F with chapter leaders. Date and time to be determined.

Unfinished Business

- A. Clark – New ECD Website - Denise will be looking into navigational issues mentioned on the call.

Meeting was adjourned at 9:51 a.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

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