

**PRSA East Central District – Board of Directors  
Minutes for August 5, 2014**

**ECD Board Present**

Chair Richard Batyko, APR, Fellow PRSA; Chair-Elect Todd Bailey; Treasurer Sarah Bednarski, APR Secretary Gretchen Fri, APR; Director David Shank, APR, Fellow PRSA; John Austerberry, APR; Director Natasha Baker, APR, Director Diane Krider, APR, Administrator Diane Slaughter, CAE, APR, Fellow PRSA,

**Chapter Representatives Present**

Angela Billings, MBA, APR Bluegrass Chapter, Daniel J. Smaldone, Bluegrass Chapter president

**Chapter Best Practices Call:**

Bluegrass Chapter presented on the topic of member exit interviews

**Call to Order - Batyko**

Meeting was called to order at 9:03 a.m.

**Minutes - Fri**

July meeting minutes were approved as submitted

**Financial Report - Bednarski**

Income for July was \$142.50 and included district dues from the Akron Chapter. Expenses were \$265 for administrative services, resulting in a net loss of \$122.50 for July. However, at end of July the total in the district checking account was still favorable at \$6,123.45. District CD totals \$3,150.51. Total district assets are \$9,273.96.

**Enhance Chapter Leadership Development**

- A. *QuickStart* - Bailey – Chapters are signing up slowly. Please push your chapters to sign-up if they are planning on attending. If they are sitting on the fence, explain the benefits. Agenda and sign-up sheet has been distributed.
- B. Offer the Chapter Excellence Award program to recognize chapter best practices - Austerberry
  - On schedule – Three judges have been identified. One entry has been received so far.

**Board of Directors**

**Chair**

Richard Batyko, APR, Fellow  
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Cleveland Chapter

**Chair-Elect**

Todd Bailey  
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Central Ohio Chapter

**Treasurer**

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Northwest Ohio Chapter

**Secretary**

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Akron Area Chapter

**Immediate Past Chair**

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**Directors**

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White Pine Chapter

**Administrator**

Diane Slaughter CAE APR Fellow  
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eastcentraldistrictprsa@frontier.com

**Create an Environment that Encourages a Leadership Continuum throughout the Society**

- A. Recognize elected national board members, national committee and section chairs, and new inductees to College of Fellows prominently on the website. - Baker
- New Fellows have been posted to the web site
- B. Offer the Platinum Award to recognize an outstanding member who has served at the district and/or national levels. - Fri
- Gretchen will be sending another email reminder then follow-up with personal phone calls. August 19 nomination deadline.

**Foster Knowledge Sharing Among ECD Chapter Leaders**

- A. Best Practices call - Shank
- Preparing topics for Ethics month which is in September
- B. Offer the Diamond Awards to recognize best practices in public relations campaigns and tactics and offer revenue stream for host chapter on a two-year rotating basis. - Krider
- Bobbi Simmons with the Hoosier Chapter is working very hard and getting everything in order

**Assist PRSA in Reaching all ECD Chapters**

- A. ECD board members personally contact liaison chapter during third quarter. - All
- B. Invite chapter presidents to each monthly meeting and send emails to chapter leaders with top three items from ECD board call and link to minutes. - Batyko

**Measurement:**

- A. Conduct annual 360 Review - Bednarski
- Sarah will be looking at what the district has done in previous years and will determine what revisions and updates need to be made to make it more robust.

**Unfinished Business**

- Chapter dues
- Website issues/find new host

**Adjourn**

Meeting was adjourned at 10:01 a.m.

REMINDER: September's board meeting will be at *QuickStart*, September 19, 1-5:30 p.m.

Respectfully submitted,  
Gretchen Fri, APR  
PRSA ECD Secretary

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