

**PRSA East Central District – Board of Directors
Minutes for December 9, 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; Director Natasha Baker, APR, Administrator Diane Slaughter, CAE, APR, Fellow PRSA.

National Representatives Present

Sonja Pop-Stahley, APR

Call to Order

Meeting was called to order at 9:02 a.m.

Minutes

November meeting minutes approved

Financial Report

Treasurer Bednarski provided the following report: Income for November was \$550 from QuickStart sponsorships. Total expenses were \$265 for administrative fees. Total net income was \$285. At end of November the total in the district checking account was still favorable at \$6828.09. District CD totals \$3,150.51. Total district assets are \$9,978.60.

As we look toward end of 2014, the balance sheet looks very positive for the ECD. We budgeted to end the year with just \$.35; however our actual YTD is \$1,920.10. This can be attributed to increase in chapter dues; decrease in actual expenses for QuickStart; and no ECD funds used for the PRSA Assembly delegate.

This varies slightly from Financial spreadsheets as it comes directly from Huntington Bank's online checking account database for this account.

As we wrap up 2014, December's call focused on a review of the 2015 financial plan as submitted by Sarah.

Points of discussion included:

- Travel allowance for District representatives such as nominating committee. It was noted that although many board members are able to have their travel expenses covered by their work, at times we will have board members who won't have this option and will need assistance from the ECD.
- Consider lowering chapter dues given the current balance. Sarah has budgeted \$3,400 for dues in 2015. Will revisit.

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We also continued the review of the 2015 strategic plan, led by Todd. The 2015 ECD Board calls will take place the second Wednesday of the month at 9:00 a.m. PLEASE NOTE: the January call is scheduled for 90 minutes.

Most importantly, we said good-bye (for now) to Director David Shank, a friend, peer and mentor. We say this with a wink because we know David will be back again.

The 2014 ECD Chair report, submitted by Rick Batyko was moved and accepted.

Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Identify and encourage potential leaders from chapters Clark to run for district, section, national board and task force leadership positions.
 - a. 2015 slate of officers was approved

Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Offer the Diamond Awards to recognize best practices Krider in public relations campaigns and tactics and offer revenue stream for host chapter on a two-year rotating basis.
 - a. Rick provided a brief update on the Diamond Awards and confirmed the awards program is on track.

Assist PRSA in Reaching all ECD Chapters

- A. Chair to send annual end-of-year report to all chapters Batyko and/or members through social media, web site and electronic media.
 - a. Report was presented and will be shared.

Policies & Procedures

Rick mentioned that it is time to review and update the Chapter Bylaws. ECD can provide leadership and guidance to the chapters - Great positioning opportunity for us.

Adjourn

Meeting was adjourned at 9:45 a.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

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