

**PRSA-East Central District Board of Directors
Minutes for June 10, 2014**

ECD Board Present

Chair Richard Batyko, APR, Fellow PRSA; Chair-Elect Todd Bailey; Secretary Gretchen Fri, APR; Immediate Past Chair Denise Clark; Director David Shank, APR, Fellow PRSA; John Austerberry, APR; Director Natasha Baker, APR, Director Diane Krider, APR, Administrator Diane Slaughter, CAE, APR, Fellow PRSA,

National Representatives Present

Sonja Popp-Stahly, APR

Chapter Representatives Present

Brent Welch, Thoroughbred Chapter; Karen Bailey, Central Ohio Chapter

Call to Order - Batyko

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

Minutes - Fri

May meeting minutes were approved as submitted.

Financial Report - Bednarski

Treasurer Bednarski provided the following report: Income for May was \$652.50 which included district dues from the following chapters: White Pine and Central Ohio. Expenses were \$530.00 for administrative services, resulting in a net income of \$122.62 for May. At end of May the total in the district checking account was \$6,051.83. District CD totals \$3,150.51. Total district assets are \$9,202.34.

Enhance Chapter Leadership Development

- A. QuickStart – Bailey – Todd suggested we consider inviting the new PRSA CEO to join us at QuickStart, if there is one in place. He also reviewed agenda items and said there are two sponsors so far. 2013 QuickStart generated \$950 in sponsorships and \$350 in revenue.
- B. Offer the Chapter Excellence Award program to recognize chapter best practices - Austerberry
 - On schedule – Email notification went out. John is updating entry material packet

Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Nominations - Clark – June 17 deadline for National nominations. Aug 1-3 the selection committee will meet in NYC

Board of Directors

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Diane Slaughter CAE APR Fellow
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- B. 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. First notice went out May 27. August 19 nomination deadline.

Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Best Practices call – Shank
- It was announced that David will be moving off the board. Please continue to provide David with topics for upcoming Best Practices calls. Natasha suggested Chapter leaders who attended the Leadership Rally jump on next call to give an update.
- B. Use social media outlets to extend knowledge-sharing for chapters - Baker
- A review of ECD social media platforms revealed that Twitter is a much better platform for the District. Facebook is tough to keep updated regularly. Does ECD have a LinkedIn page? Don't know. Natasha will look into it. This might be a better platform to disseminate District news, etc.
- C. 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
- Award is coming along on schedule

National Updates

- Sonja reported that the Ketchum national membership survey results will be coming soon.

Adjourn

Meeting was adjourned at 9:57 a.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

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