



ADVANCING THE PROFESSION

AND THE PROFESSIONAL.

**PRSA East Central District – Board of Directors
Minutes for March 11, 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, Director Diane Krider, APR; Immediate Past Chair Denise Clark

National Representatives Present

Sonya Popp-Stahley, APR; Candice Bellittera, Chapter/District Relationship Manager

Chapter Representatives Present

Karen Bailey, Central Ohio; Kelly Hancock NW Ohio; Brant Welch Thoroughbred

Call to Order (Batyko)

Meeting was called to order at 9:00 a.m.

Minutes (Fri)

February meeting minutes were approved as submitted.

Financial Report (Bednarski)

The District had no income during February. District expenses for the month were \$530 for district Administrative services in January and February. The current total in the district checking account is \$5131.43. The district CD totals \$3,150.51. Total district assets are \$8,281.94.

Enhance Chapter Leadership Development

- A. Bailey - QuickStart will be in Columbus, September 19, 20. Falgren Mortine has once again agreed to host the meeting. Board recommendations for QuickStart sessions is needed. Please talk with your chapters to see what they would be interested in. As previously discussed, two chapter leaders are encouraged to attend. Financial support through sponsorships is needed. Please contact Todd with any leads.
- Rick suggests the ECD Board reach out to their chapters to encourage attendance well in advance of QuickStart.
 - Natasha will be posting QuickStart info to ECD Social Media. Please share.

Board of Directors

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Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Clark – 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 leadership now for 2015, or have them start thinking about future leadership.
 - 2015 ECD recruiting schedule – Sept. – final review of candidates, Oct. present candidates to board, Nov. vote.
 - It was moved and approved to adopt the same nominating committee bylaws as national's. To be a member of the nominating committee you must be an APR, held leadership position or 20+ years in practice.

Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Shank – April's Best Practices call topic - maximizing your networking opportunities, presented by the Lexington Chapter.

National Updates

- Bellittera – Leadership Rally registration is now open. Hotel reservation link is live. Rally agenda will be posted soon.
- Todd commented that all chapters within the district need to have the opportunity to get together at the Rally. Candace said that national recognized that was an issue last year and has reinstated this opportunity.
- March membership promotion – free section membership.
- Chapter-only webinar is April 17th.

Unfinished Business

- A. Clark - Web site update. Pdf of the new website homepage and supporting page was distributed to board for discussion. No changes were made. Website will launch week of March 17, 2014.

New Business

- A. New banking relationship - Batyko

Adjourn

Meeting was adjourned at 10:01 a.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

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