



**PRSA East Central District – Board of Directors  
Minutes for November 11, 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 9:25 a.m. after Best Practices call.

**Minutes**

September and October meeting minutes approved

**Financial Report**

Treasurer Bednarski provided the following report: Income for October was \$150 from QuickStart payments from board members. Total expenses were \$884.73 for administrative fees (October) and reimbursement to Todd Bailey for catering at QuickStart. Total net income was: (-\$734.73). At end of October the total in the district checking account was still favorable at \$7,075.37. District CD totals \$3,150.51. Total district assets are \$10,225.88.

As we look toward any of year, the balance sheet looks very positive for the ECD. We budgeted to end the year with just \$.35 however our actual YTD is \$2,185.10. This can be attributed to decrease in actual expenses for QuickStart as well as 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.\*\*

**Strategic Plan**

November's board call focused primarily on a review of the 2015 strategic plan by Chair-elect Baily. Modifications to the current plan were reviewed and more discussion will take place during the December board meeting. Committee assignments and Chapter Liaison roles were outlined and discussed. Board members were reminded to submit any outstanding bios and board role descriptions.

**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**

Gretchen E. Fri, APR  
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Akron Area Chapter

**Immediate Past Chair**

Denise Clark  
614-702-2124  
dclark@frazierheiby.com  
Central Ohio Chapter

**Directors**

David Shank, APR, Fellow (2014)  
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White Pine Chapter

**Administrator**

Diane Slaughter CAE APR Fellow  
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eastcentraldistrictprsa@frontier.com



**ADVANCING THE PROFESSION  
AND THE PROFESSIONAL.**

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

- A. Identify and encourage potential leaders from Clark chapters to run for district, section, national board and task force leadership positions.
  - 1. 2015 slate reviewed. It will be posted to the ECD website and approved at the Dec. 9 meeting

**Foster Knowledge Sharing Among ECD Chapter Leaders**

- A. Facilitate “affinity calls” for best practices sharing Shank
  - 1. This month’s call, focusing on awards, was shared by the West Virginia Chapter.

**Assist PRSA in Reaching all ECD Chapters**

- A. 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
- B. Chair to send annual end-of-year report to all chapters and/or members through social media, web site and electronic media. Batyko

**Adjourn**

Meeting was adjourned at 9:57 a.m.

Respectfully submitted,  
Gretchen Fri, APR  
PRSA ECD Secretary

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