



PRSA East Central District – Board of Directors
Minutes for September 20, 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, Immediate Past Chair Denise Clark

National Representatives Present

Sonja Popp-Stahley, APR

Call to Order

Meeting was called to order at 1:15 p.m.

Minutes

August meeting minutes were approved as submitted

Financial Report

August Financial Report: Treasurer Bednarski provided the following report: Income for July was \$1,561.50 and included district dues from the Detroit Chapter as well as QuickStart reservations and Diamond Awards. Total expenses were \$8.52 for administrative fees as it related to ordering new checks. Total net income was: \$1,552.98.

At end of August the total in the district checking account was very favorable at \$7,855.10. District CD totals \$3,150.51. Total district assets are \$10,005.61.

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

Enhance Chapter Leadership Development

- A. Quickstart tomorrow!
- B. Provide a facilitator for chapter strategic planning sessions
- C. Offer the Chapter Excellence Award program to recognize chapter best practices.
 - Two entries from one chapter received. A discussion on how we move forward with the Chapter Excellence Awards will take place during strategic planning. Either do away with the award or re-tool it.

Board of Directors

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Administrator

Diane Slaughter CAE APR Fellow
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Batyko

Fri

Bednarski

Bailey

Batyko

Austerberry

Create an Environment that Encourages a Leadership Continuum throughout the Society

- A. Encourage chapters leader participation in national ECD slate will go out in October. Voting will take place in November. Several people were suggested as up and coming future leaders – Dan Smaldone and Vanessa Stiles. Clark
- B. Recognize elected national board members, national committee and section chairs, and new inductees to College of Fellows prominently on the website. Baker
- C. Disseminate timely information about the national nominating process Clark
Four ECD members put their hat in the ring for National Board.
 - a. Rick asked what the selection process was to get on a national committee. Sonja said she would look into it.
 - b. Discussion took place on ECD's position on rule to have an APR to be on the national board. It will be voted on at national. Rick said he would poll the chapter leaders.
- D. Offer the Platinum Award to recognize an outstanding member Fri who has served at the district and/or national levels. Fri
 - a. Vote took place and M.J. Clark from the Central Ohio Chapter was nominated.

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Foster Knowledge Sharing Among ECD Chapter Leaders

- A. Best Practices call. Shank
David suggested posting calls to You Tube
- B. Post best practices on website. Baker
- C. Use social media to extend knowledge-sharing for chapters. Baker
- D. Facilitate speakers for or between chapters or professional development seminars. All
- E. Provide vehicles for promotion of prominent speakers for chapters (with PRSA where possible). All
- F. Post chapter speakers, meetings and APR study sessions on website and social media. All
- G. 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
 - a. Bobbi 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



**ADVANCING THE PROFESSION
AND THE PROFESSIONAL.**

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

Batyko

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Measurement:

- A. Conduct annual 360 Review
Sarah presented the results of the survey

Unfinished Business

- A. Website issues/find new host
B. Follow-up with Candace on her monthly mails, plus other considerations

Adjourn

Meeting was adjourned at 2:50 p.m.

Respectfully submitted,
Gretchen Fri, APR
PRSA ECD Secretary

Secretary

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