



## East Central District

### PRSA East Central District – Board of Directors Minutes for April 8, 2015

#### ECD Board Present

Chair Todd Bailey; Chair-Elect Sarah Bednarski, Treasurer Gretchen Fri, APR; Secretary Natasha Baker, Director M.J. Clark, APR; Director John Austerberry, APR; Director Diane Krider, APR; Administrator Diane Slaughter, APR, Fellow PRSA; Intern Candace Holiday, PRSSA Student

#### National Representatives Present

Candice Bellittera

#### Chapter Leaders Present

Lora Deeds-Central Ohio Chapter, Meredith Matthews-Mullen-Pittsburgh Chapter

#### Call to Order

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

Bailey

#### Minutes

Minutes minor changes to name spellings. Otherwise accepted as is.

Baker

#### Financial Report

Treasurer Fri provided the following report – Total expenses were \$265 for administrator fees. Total income was \$0. Total net income was (-\$265). At end of March, the total in the district checking account was \$5234.89. District CD totals \$3168.39, Total District Assets are still favorable at \$8403.28

Fri

#### Policies & Procedures

Immediate Past Chair Batyko and Administrator Slaughter are updating the bylaws with changes to directors terms and a few others. The next step will be to send bylaws for recommendation to the board. The board will then recommend to district membership for approval and members vote. The committee is also updating the policy manual to reflect 990 tax revisions from the IRS.

Slaughter

#### Leadership Continuum

Immediate Past Chair Batyko is pulling together a potential slate for 2016. He will reach out to liaisons and chapter leaders for suggestions.

Bailey

#### Diamond Awards

Director Krider is negotiating with a possible host chapter for this year. Bobbie Simmons, of the Hoosier Chapter, is putting together a detailed guide for the next host. They hope to have a decision by next month.

Krider

#### Board of Directors

##### Chair

Todd Bailey  
614.480.4757  
Todd.Bailey@huntington.com  
Central Ohio Chapter

##### Chair-Elect

Sarah J. Bednarski, APR  
419.251.8929  
sarah\_bednarski@mercy.org  
Northwest Ohio Chapter

##### Treasurer

Gretchen E. Fri, APR  
800.852.8306, ext. 1313  
gretchen.fri@  
safeguardproperties.com  
Akron Area Chapter

##### Secretary

Natasha Baker, APR (2015)  
937.545.1821  
nbaker24@gmail.com  
Dayton Area Chapter

##### Immediate Past Chair

Richard Batyko, APR, Fellow  
216.363.5417  
rbatyko@clevelandplus.com  
Cleveland Chapter

##### Directors

John Austerberry, APR (2015)  
313.235.8859  
austerberryj@dteenergy.com  
Detroit Chapter

Diane Krider, APR (2015)  
989.775.3680  
krider1ds@cmich.edu  
White Pine Chapter

M.J. Clark, APR (2016)  
614.214.7062  
mj@integratedleader.com  
Central Ohio Chapter

Menisa Marshall (2016)  
502.629.8677  
menisam@twc.com  
Bluegrass Chapter

##### Administrator

Diane Slaughter CAE APR Fellow  
304.984.0308  
eastcentraldistrictprsa@frontier.com

### **Platinum Awards**

Clark

Director Clark shared that Platinum Awards are moving forward. Sept 1 is the nomination deadline. An email to go out chapter presidents and administrators by Friday. Board will be copied.

### **Web Site Changes**

Baker

Secretary Baker updated on web site changes. Belittera from national explained the mini site option available on the PRSA web site. Baker will have a decision by end of the week after reviewing the mini site option. Bailey will reach out to Denise Clark to get a back up of current site. Baker will also provide a communication strategy for district leadership to announce new site.

### **Chapter Dues**

Fri

treasurer Fri led discussion on chapter dues. Fri prepared document outlining dues payment from all the chapters in the last several years. Chapter dues make up over half of the district revenues. The three District revenue generators include: dues, Diamond Awards and Quick Start conference. Group discussed whether or not to lower chapter dues. Consensus was to keep the current rate of \$1.50 per chapter member. Options for overflow cash were also discussed. Considerations include: travel reimbursement for national conference or leadership rally, speaker reimbursement, or sponsorship.

### **Quick Start Conference**

Bednarski

Quick Start will be Saturday, Oct 3, with the ECD Board meeting on the Friday before. Fahlgren will host again. Hotel rooms are blocked. Liaisons need to start spreading the word to chapters about RSVP. By the May meeting, she hopes to have a draft agenda. Feedback last year was that value was in networking and best practices. The program will continue in that format.

### **National Update**

Bellittera

Leadership Rally is June 5-6 in NYC. Registration is happening now. Make sure every chapter is represented. Send receipts to national to take advantage of \$550 stipend for hotel and travel. Keynote and agenda should be finalized soon. Group hotel rate available through May 13. Call with questions.

Tax deadline is May 15. Information on how to load your forms and receipts are on PRSA.org.

### **Adjourn**

Meeting adjourned at 9:55 a.m.

Respectfully submitted,  
Natasha Baker  
PRSA ECD Secretary

### **Board of Directors**

#### **Chair**

Todd Bailey  
614.480.4757  
Todd.Bailey@huntington.com  
Central Ohio Chapter

#### **Chair-Elect**

Sarah J. Bednarski, APR  
419.251.8929  
sarah\_bednarski@mercy.org  
Northwest Ohio Chapter

#### **Treasurer**

Gretchen E. Fri, APR  
800.852.8306, ext. 1313  
gretchen.fri@  
safeguardproperties.com  
Akron Area Chapter

#### **Secretary**

Natasha Baker, APR (2015)  
937.545.1821  
nbaker24@gmail.com  
Dayton Area Chapter

#### **Immediate Past Chair**

Richard Batyko, APR, Fellow  
216.363.5417  
rbatyko@clevelandplus.com  
Cleveland Chapter

#### **Directors**

John Austerberry, APR (2015)  
313.235.8859  
austerberryj@dteenergy.com  
Detroit Chapter

Diane Krider, APR (2015)  
989.775.3680  
kride1ds@cmich.edu  
White Pine Chapter

M.J. Clark, APR (2016)  
614.214.7062  
mj@integratedleader.com  
Central Ohio Chapter

Menisa Marshall (2016)  
502.629.8677  
menisam@twc.com  
Bluegrass Chapter

#### **Administrator**

Diane Slaughter CAE APR Fellow  
304.984.0308  
eastcentraldistrictprsa@frontier.com