



East Central District

PRSA East Central District – Board of Directors Minutes for August 12, 2015

ECD Board Members Present

Chair Todd Bailey; Immediate Past Chair Rick Batyko, APR, Fellow PRSA; Chair-elect Sarah Bednarski; Director M.J. Clark, APR; Treasurer Gretchen Fri, APR; Director Diane Krider, APR; Director Menisa Marshall

ECD Board Members Absent

Director John Austerberry, APR

Other District/Chapter Leaders Present

PRSA ECD Administrator Diane Slaughter, APR, Fellow PRSA; Chelsea for Sue Patrick, Bluegrass; Meredith Blake Matthews, Pittsburgh; Candice Bellittera, Chapter/District Relationship Manager, PRSA; Bobbie Simmons, Hoosier Chapter; Sonja Popp-Stahly, PRSA National Board; Jay Starr, VP-Membership for PRSA

Call to Order

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

Bailey

Minutes

Chair Bailey presented the July minutes. The minutes were accepted as presented.

Bailey

Financial Report

Treasurer Fri reported that income for July was \$952.50, which came from chapter dues from West Michigan, Dayton, Central Ohio, and Akron. Total expenses were \$530 for two months of administrative fees due to new mailing address. At the end of July the checking balance was favorable at \$7,304.99. CD balance was favorable at \$3,168.39. Total district assets are favorable at \$10,473.38. YTD chapter dues are at \$2,865 on a budget of \$3,400.

Fri

Jay Starr, VP-Membership for PRSA

Jay Starr joined the call to introduce himself to district and chapters leaders as the new Vice President, Membership for PRSA. Starr worked for 20 years for a trade association with 52,000 members in the U.S., where he was in charge of membership/leadership development. He is currently meeting with chapter, district and section leaders to better understand the society and will be developing a strategy to continue to grow PRSA. Starr will be joining PRSA ECD's Leadership QuickStart Conference this fall.

Board of Directors

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Administrator

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Secretary Vacancy Election

Bailey

M.J. Clark has agreed to step into the vacant secretary role to fill the term left for 2015. A motion to appoint M.J. Clark to the vacant Secretary position was made by Diane Krider. Sarah Bednarski seconded the motion. The motion was approved.

Board Director position still to be filled for 2016/17

Batyko

The Nominating Committee has three positions to fill and is working to identify appropriate individuals. Two nominees have expressed a willingness to serve in 2016. One additional director-level position will need to be filled. Batyko is looking for leaders who have been a PRSA officer in the past and have experience in PRSA leadership outside of committee service. The goal is to have the slate for Oct. board meeting review. 30 days' notification to send out to district members, and then slate is discussed/approved.

QuickStart

Bednarski

Bednarski shared the agenda for the upcoming *QuickStart* Leadership Conference. The event will be held Oct. 3 in Columbus, OH. The board was asked to reach out to their liaison chapters to encourage participation. Additionally, Bednarski asked for the support of the board in securing presenters for each topic.

Diamond Awards

Krider

Bobbie Simmons from the Hoosier Chapter will work with the ECD board to make improvements and strengthen communication around the PRSA ECD Diamond Awards. They will create a committee including board members, to meet within next two weeks, to create an action plan to consider assignments. Administrator Slaughter encouraged Simmons and Krider to confirm with the reciprocal judging chapter. We will have virtual meetings to divide tasks and all board members are needed. Will schedule calls for end of August and deadline will be sometime in October. Judging will take place in Nov./Dec. Next year, Central Michigan Chapter will begin the award management. They are meeting with the chapter president soon to jump start the process.

Platinum Awards

Clark

M.J. sent another written request out in July for Platinum nominations and is making phone calls this month. Nomination forms go to Diane Slaughter, who will make Clark aware of applications as they are received.

Website Host

Bailey

Chair Bailey updated the district on the transition to a new web host discussed in earlier board meetings.

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Conference Delegates

Chapters all received materials by e-mail. Delegate changes should be made on the credential form and returned to Eileen by Tues., Sept 8. Chapters all need to submit the credentials regardless if someone is coming in person or not. Delegate calls will be held on Sept. 16 and Oct 7.

There being no further business, the meeting was adjourned at 9:57 a.m.

Respectfully submitted,
M.J. Clark, MA, APR
ECD Secretary

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