



East Central District

PRSA East Central District – Board of Directors
Minutes for January 14, 2014

ECD Board Present

Chair Todd Bailey; Chair-Elect Sarah Bednarski, APR, Treasurer Gretchen Fri, APR; Secretary Natasha Baker; Past Chair Richard Batyko, APR, Fellow PRSA; Director Diane Krider, APR; Director John Austerberry, APR; Director Menisa Marshall; Director M.J. Clark, APR; Immediate Past Chair Richard Batyko, APR, Fellow PRSA; Administrator Diane Slaughter, CAE, APR, Fellow PRSA

National Representatives Present

Sonja Popp-Stahly, APR

Call to Order

Bailey Meeting was called to order at 9:05 a.m. Welcomed new board members to the meeting. Marshall introduced herself, as did Clark.

Minutes

Fri Bailey had a few minor changes that he would send to Fri. Fri moved to approve; Krider seconded; meeting minutes approved

Financial Report

Fri Provided the following report: Income for December was \$0. Total expenses were \$289.68 for administrative fees (December), Platinum Awards and the Chair gift. Total net income was: (-\$289.68). At end of December, the total in the district checking account was still favorable at \$6,029.89. District CD totals \$3,168.39. Total district assets are \$9,198.28. The balance sheet looks very positive for the ECD. We budgeted to end the year with just \$.35 however our actual YTD is \$1,139 thanks to better expenditures. The board discussed the carry over and the possibilities for using the overture. Considerations include:

- Need to discuss right level of reserves vs. dues payments
- National recommends maintaining a six months of operations expenses in reserve - ECD is currently above that figure
- Potential ideas for using that overture include a national conference travel stipend, speaker sponsorship for chapters, change in the Diamond Awards payment structure, lower dues, and lower *QuickStart* fees

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

Board of Directors

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QuickStart 2015

Bednarski Provided a quick overview of possible changes for this year based on 2014 surveys that questioned the need for a keynote speaker. Event will still be in Columbus in September and more details will be released throughout the year.

Chapter Excellence Awards

Austerberry The difficulty in getting entries in 2014 has prompted a discussion about modifications to the program for 2015. One possibility may be to not do the awards, but create a best practice sharing program. Austerberry will also talk with PRSA National representative Candace Belterra about a possible best practice excellence certification.

Best Practice Calls

Austerberry The suggestion was made to invite alternate board members to attend the monthly calls. Austerberry is also considering aligning calls with national monthly campaigns like young professionals month, APR month and ethics month.

Communications

Bailey/Fri Current plan is to determine our focus. Stahly commented that the previous chapter leader emails from national will continue but only on an as needed basis. However, new president may decide to change this structure. More to come as the plan for the board communications develops.

Social Media

Baker Most updates currently generate from national email newsletters. Facebook may not be the most effective form of communication as the district doesn't produce regular and original content.

National Update

Popp-Stahly Popp-Stahly will serve as the national representative on the district council for 2015. She attended the first national board meeting in early January. The new CEO, Joe Truncala started on Monday. Goals for the national board in 2015 include strengthening APR and the sections. The Call for Presentations for the 2015 International Conference went out. The Conference is in November this year. It has been announced that the 2016 conference will be in our district in Indianapolis. This means that the national board meeting will in Indianapolis in April. Popp-Stahly will also be visiting the Central Michigan chapter in March.

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Strategic Plan

Bailey Bailey will make one final round of revisions and resend to the board. He asked that all liaisons call their chapters in January to set chapter visits and reminded the board that there are provisions for travel reimbursement. Slaughter will send the form to all of the members.

Batyko Batyko has developed position descriptions and shared with the board. Latest version was missing treasurer description. Batyko will send. Batyko is also developing a potential bylaw committee to help chapters while overseeing the revamp of the district bylaws. Could be a good topic for a best practice call.

Adjourn

Meeting was adjourned at 10:30 a.m.

Respectfully submitted,
Natasha Baker
PRSA ECD Secretary

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