



East Central District

PRSA East Central District – Board of Directors Minutes for March 11, 2015

ECD Board Present

Chair Todd Bailey; Treasurer Gretchen Fri, APR; Secretary Natasha Baker; Director John Austerberry, APR; Director M.J. Clark, APR; Director Menissa Marshall; Administrator Diane Slaughter, CAE, APR, Fellow PRSA; Intern Candice Holliday, PRSSA Student

National Representatives Present

Sonja Popp-Stahley, APR

District Chapter Leaders Present

Debrah Lacey-Ortisi, Detroit Chapter; Stacy Deel, West Virginia Chapter; Lora Deeds, Central Ohio; Michelle Bates, Hoosier Chapter

Call to Order

Bailey

Meeting brought to order at 9:31 a.m. after Best Practices call.

Minutes

Bailey

Update to minutes for January – 2015 not 2014. Otherwise approved as submitted.

Financial Report

Fri

Treasurer Fri provided the following report – Total expenses were \$265 for administrative fees. Income for February was \$0. Total net income was (-\$265). At end of February, the total in the district checking account was still favorable at \$5499.89. District CD totals \$3168.39 Total District Assets are still favorable at \$8668.28. The topic of possibly reducing chapter dues was brought up by Chair Bailey. Treasurer Fri and Administrator Slaughter will pull together numbers for last few years to include in a full discussion for the April meeting.

Best Practices Calls

Austerberry

Director Austerberry shared the potential topics for Best Practices calls for 2015. A list was shared with ECD Board members via email prior to the call. Potential topics include: Chapter leadership, Governance, Membership, Finance, Programming, and Metrics. Any help identifying specific topics and potential chapter speakers would be appreciated.

Policies & Procedures

Bailey

Immediate Past Chair Rick Batyko is still working through bylaws and policies discussions with national and still plans to pull together a working group to revise district bylaws.

Board of Directors

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Administrator

Diane Slaughter CAE APR Fellow
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East Central District

Diamond Awards

Director Diane Krider is still trying to find a new chapter to host the 2015 awards.

Bailey

Leadership Rally

Secretary Baker has agreed to attend Leadership Rally in June representing the District. Chair Elect Bednarski and Treasurer Fri are both unable to attend due to long-standing plans.

Bailey

Quick Start Conference

Chair-Elect Bednarski sent a Quick Start save the date email to all chapter leaders. The conference is scheduled for Oct. 3 with the ECD Board meeting on the Oct. 2 at 1 p.m. Fahlgren in Columbus agreed to host again. Hotel room blocks are coming. A reminder on the recent District Call was made to make sure chapter leaders understand Quick Start is leadership training.

Bednarski

Leadership Continuum

Chair Bailey encouraged board members to explain the nominating process for national board and recommend potential leaders from chapters run for district, section, national board and task force leadership positions.

Bailey

Platinum Awards

Director Clark met with Treasurer Fri to discuss Platinum Awards program. The plan is to send initial communication to chapter leaders in April.

Clark

National Update

Hoosier Chapter is gearing up to host the April in-person national board meeting. Discussion will center around plans for Indianapolis to host the 2016 International Conference. PRSA National will host a special meeting with Hoosier Chapter leaders and former leaders during the April meeting.

Popp-Stahly

Adjourn

Meeting was adjourned at 10:00 a.m.

Respectfully submitted,
Natasha Baker
PRSA ECD Secretary

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