



East Central District

PRSA East Central District Board of Directors Meeting Minutes – April 11, 2018

Attendance

Board Members Present: Andrea Clark, Jennifer Flowers-Kolf, John Palmer, Sara Payne Scarbro, Adrienne Wallace and Diane Slaughter.

Board Members Absent: Kelly McGlumphy, Gretchen Fri, Sue Patrick, Chris Kemper, Debbie Davis.

National & Chapter Representatives and Guests: Crystal DeStefano (regional rep), Rick Batyko (PRSA national board), Bob Rotatori (Greater Cleveland), Kyra Harris (West Virginia).

Meeting Called to Order at 8:31 am.

Minutes

John Palmer

- Sara Payne Scarbro made a motion to approve the minutes and Adrienne Wallace seconded. Motion carried.

Financial Report

Diane Slaughter

- Diane provided report.
- Andrea reported that ECD did receive the PRSA grant seed money to support QuickStart Conference and scholarship.
- Net income (March 2018): 3,019.50
- Total Assets: \$7,811.96
- Total Expenses: \$2,182.93
- Andrea acknowledged the financial report. Sarah Payne motioned to approve. Jennifer Flowers-Kolf seconded. Motion carried.

National Updates

Rick Batyko

- Rick provided update from recent PRSA Board meeting. Referenced discussion around ethics and PRSA's policy to revoke membership regarding ethical violation. PRSA Board is continuing to investigate.
- National dissolved several PRSSA chapters in the Society. ECD conducted discussion around support and resources to help sustain PRSSA Chapters within ECD. An updated was shared that PRSSA Ashland Chapter is on probation regarding membership requirement.
- Planning continues for PRSA Leadership Rally and National Assembly. Details to be coming.
- Webinar on April 19th focuses on Chapter finances and operations.
- Deadline for tax documents (990 form) need to be filed by May 15.

Board of Directors

Chair

Andrea Clark, APR
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West Michigan Chapter

Chair-Elect

Jennifer Flowers-Kolf, APR
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Detroit Chapter

Treasurer

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Secretary

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Central Ohio Chapter

Immediate Past Chair

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Akron Area Chapter

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- Chris Kemper, APR (2019)
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- Debbie Davis, APR, Fellow (2019)
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- Sara Payne Scarbro (2019)
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- Adrienne Wallace (2019)

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West Michigan Chapter

Administrator

Diane Slaughter CAE APR Fellow
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eastcentraldistrictprsa@frontier.com

Diamond Awards

Andrea Clark

- Award winners for 2017 will be receiving their awards in April.
- A request to have the list and better/timely notification of winners to be disseminated to honorees and Chapters.
- Save-the-date announcement to happen in May.

Quick Start Leadership Conference

Jennifer Flowers-Kolf

- Planning continues with conference preparations.
- Dates confirmed: Sept. 14-15 at Falghren Mortine in Columbus, OH. The hotel is Courtyard by Marriott. Happy Hour event set for Friday, Sept. 14.

Social Media Update

Adrienne Wallace

- Report will be shared via email.

Chapter Update

WV Chapter

- WV Chapter President Kyra Harris provided the ECD Board with an update on Chapter's activities.
- Chapter has 90 members, this is a decrease from previous years due to ROI on membership and the opening of a new PRSA Chapter. Members traveling to programs has been a challenge due to geography and boundaries of the Chapter.
- The Chapter's theme this year is "Back to Basics" to focus on programming and member services. Chapter is expanding social media engagement with programming highlights and member spotlights. There are 12 active members with supporting Chapter operations and services.
- Chapter is supporting sponsorship and development of a new PRSSA Chapter in Charleston, WV.
- The Chapter's Crystal Award celebration is a major event of recognition. They are looking to increase submissions and attendance.
- Discussion focused on Chapters partnering with other organizations for programs.

Chapter Liaison Updates

All

- No updates were shared.
- All members are encouraged to reach out to liaison chapters if you haven't yet. Assignments:
 - o Akron: Kelly McGlumphy, APR
 - o Bluegrass: Sue Patrick, APR
 - o Central Michigan: Andrea Clark, APR
 - o Central Ohio: John Palmer, APR
 - o Cincinnati: Chris Kemper
 - o Dayton Area: Chris Kemper
 - o Detroit: Jennifer Flowers-Kolf, APR
 - o Cleveland: Kelly McGlumphy, APR
 - o Hoosier: Debbie Davis, APR, Fellow PRSA

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East Central District

- o Northwest Ohio: Gretchen Fri, APR
- o Northwest PA: Gretchen Fri, APR
- o Pittsburgh: Andrea Clark, APR
- o River City: Sara Payne Scarbro
- o Thoroughbred: Sue Patrick, APR
- o West Michigan: Adrienne Wallace
- o West Virginia: Sara Payne Scarbro
- o White Pine: Jennifer Flowers-Kolf, APR

Old Business & New Business

- No updates.

All

Meeting adjourned at 9:19 a.m.

Respectfully submitted,
John Palmer, APR
Secretary

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