PRSA East Central District Board of Directors
Meeting Minutes – Feb. 14, 2018

Attendance
Board Members Present: Andrea Clark, Jennifer Flowers-Kolf, John Palmer, Gretchen Fri, Sue Patrick, Adrienne Wallace, Debbie Davis and Diane Slaughter

Board Members Absent: Kelly McGlumphy, Chris Kemper and Sara Payne Scarbro

Chapter Representatives and Guests: Crystal DeStefano (PRSA), Amy Preske (Thoroughbred), Angela Bennett (Akron), Megan Bulla (Hoosier), Jared Meade (NW Ohio), Kaylin Staten (River City), Kyra Harris (West Virginia)

Meeting Called to Order at 9:02 am.

Minutes
• Jennifer made a motion to approve the minutes and Sue seconded. Motion carried.

Financial Report (Diane Slaughter)
• Diane shared that Central Michigan sent in the ECD the income for the 2016 Diamond Awards, which totals $1,149.29. We are still waiting for 2017 income from the Diamond Awards.
• Net income (Jan. – Dec. 2017): $7056.80
• Total Assets: $4856.47
• Total Expenses: $9514.50
• The report was accepted as information.
• Diane provided an update that the 2016 Diamond Awards check for $1149.62 was received.

National Updates (Crystal DeStefano)
• Crystal shared the option of moving to direct deposit for membership fees is an option. There is a $5 per month fee to participate. Discussions are occurring with District representatives and national regarding this service and the fee.
• National is helping Chapters and Districts with IRS filings for 2018. A 990-N form is required for PRSA National filing. The form from national is due May 15. Once the form is submitted to the IRS, a confirmation receipt should be sent to the Chapter/District.
• Crystal recommended that District/Chapters follow PRSA President Tony D’Angelo’s recent media outreach regarding the profession.
• National is encouraging news/story submissions to their communication channels.
Diamond Awards (Gretchen Fri)
• Gretchen is participating in training this week for the OMNI awards platform.
• She is developing a timeline and guide book for the program. Target date is to have these resources completed by March 1. Save-the-Date announcement is set for May 1. Though not final, Gretchen is targeting Sept. 14 for an early bird deadline and Sept. 28 for the final award submission deadline.
• The District has a true reciprocal judging agreement this year with the New Mexico Chapter. They will need our support for judging in August.

Nominating Committee (Gretchen Fri)
• The National Nominating Committee met on Feb. 6th. A call for nominations is set for Feb. 20. The East Central District seat is open for the upcoming elections. A conference call is set for March 14th for interested applicants. The position is a two-year term. ECD Board is encouraged to consider a member to serve/nominate.

2018 Best Practice Calls (John Palmer)
• PRSA Chicago Career Contributions program
• Confirmation of speakers.

2018 QuickStart (Jennifer Flowers-Kolf)
• Jennifer provided an overview of the QuickStart program. The event is in September and will be in the Columbus area. Falgren Mortine has offered to host the event this year.
• ECD Chapter leaders are encouraged to consider topic areas and focus areas for this year’s program.

Social Media Update (Wallace/Patrick)
• Adrienne shared an update of the work done by she and Sue thus far to audit the web site and social channels.
• She noted that the web site needs a back end update as well as an overall refreshing.
• On the social side, there is a content calendar (to be included in this email recap) that all board members should review.
• The board will be asked to help develop content.

Chapter Updates
• The “6-Minute Chapter Updates” started this month with updates from Hoosier and Akron.
• Hoosier Chapter President Megan Bulla shared an update. Key points:
  o 378 members in the chapter
  o Includes all of Indiana, and Fort Wayne has been starting some local programs
  o Pinnacle Awards in April are the chapter’s signature program, with more than 100 attendees.

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An opportunity in the chapter has been sponsorship. Megan shared that at ECD’s QuickStart last fall, they learned about the Detroit Chapter’s model and have since adopted it. They will launch a new sponsorship approach that will run June to May.

Hoosier also hosts monthly events, flipping between networking and programs every other month.

• Akron President Angela Bennett shared an update. Key points:
  o About 100 members in the chapter
  o Focus in NE Ohio area, with some reach into Cleveland.
  o The chapter hosts monthly networking events that include some professional development.
  o Signature program is the annual “YouToo” social media conference, which is in its 11th year.
  o This event draws about 200 people and includes two keynotes and several breakouts.

Chapter Liaison Updates (All)

• 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 Greater Cleveland: Kelly McGlumphy, APR
  o Hoosier: Debbie Davis, APR, Fellow PRSA
  o Northwest Ohio: Gretchen Fri, APR
  o Northwest PA: Gretchen Fri, APR
  o Pittsburgh: Andrea Clark, APR
  o River Cities: 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

Meeting adjourned at 9:26 am.

Respectfully submitted,
John Palmer, APR
Secretary