



East Central District

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

Attendance

Board Members Present: Andrea Clark, Jennifer Flowers-Kolf, John Palmer, Gretchen Fri, Sue Patrick, Debbie Davis, Kelly McGlumphy, Chris Kemper, Sara Payne Scarbro and Diane Slaughter

Board Members Absent: Adrienne Wallace

National & Chapter Representatives and Guests: Crystal DeStefano (regional rep), Rick Batyko (PRSA national board), Mark McClennan (NomCom), Megan Bulla (Hoosier), Jared Meade (NW Ohio), Kaylin Staten (River City), Kyra Harris (W. Virginia), Kelly Drinkwine (PRSA Chicago and PRSA Midwest District), Caiti Bieberich (PRSA Chicago), Erin Rolfes (Cincinnati), Gary Andrew Stinson (Bluegrass).

Meeting Called to Order at 8:32 am.

Minutes

(John Palmer)

- Gretchen Fri made a motion to approve the minutes and Chris Kemper seconded. Motion carried.

Financial Report

(Kelly McGlumphy)

- Kelly provided the financial report. Discussion occurred regarding photo sharing program. ECD is awaiting check from the Central Michigan chapter for 2017 Diamond Award income.
- Net income (Feb. 2018): -\$64.01
- Total Assets: \$4,792.46
- Total Expenses: \$1,861.93
- Andrea acknowledged the financial report. Jennifer Flowers-Kolf motioned to approve. Sarah Payne Scarbro seconded. Motion carried.

National Updates

(Rick Batyko)

- PRSA Board is meeting in early April to discuss the digital plan for the Society.

Nominating Committee

(Mark McClennan)

- PRSA desires to build a strong leadership and there is a need to recruit members to serve on the PRSA Board of Directors. There is a national board director-at-large position (2-year term) available for the ECD.
- A call occurred on March 13 and a recording is on the PRSA website highlighting the open positions, Board service overview and timelines.
- Mark referenced new criteria and candidate eligibility to serve on the national board.

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

Kelly McGlumphy APR
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Greater Cleveland Chapter

Secretary

John Palmer APR
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Central Ohio Chapter

Immediate Past Chair

Gretchen E. Fri, APR
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Akron Area Chapter

Directors

- Sue Patrick, APR (2018)
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Thoroughbred Chapter
- Chris Kemper, APR (2019)
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Cincinnati Chapter
- Debbie Davis, APR, Fellow (2019)
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Hoosier Chapter
- Sara Payne Scarbro (2019)
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West Virginia Chapter
- Adrienne Wallace (2019)

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Administrator

Diane Slaughter CAE APR Fellow
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- ECD Board and members are highly encouraged to consider serving on the national board and committees.
- Gretchen, as immediate past chair of ECD, serves on the nominating committee and she encouraged the Chapters to identify candidates in their areas to submit names to her for follow-up.

Diamond Awards

(Gretchen Fri)

- A timeline for award process has been developed and is currently being reviewed. Support materials are being updated.
- Gretchen has also developed a guidebook for the Diamond Awards, and is working with Adrienne to secure Grand Valley State University students to help with new branding.
- Andrea referenced social media efforts to promote the Diamond Awards.

Chapter Updates

(Bluegrass Chapter)

- Gary Andrew Stinson, president of the Bluegrass Chapter, shared an overview of the Chapter including membership, financials and programs. The Chapter is expanding its programming locations to new areas leveraging relationships and connections of its Board to generate a greater return on investment.
- Referenced some competition with other associations and societies that offer free membership and registration.
- Chapter is focusing resources to update its website.
- Gary expressed support of ECD and resources of best practices.
- Andrea asked about a PR Bootcamp. Bluegrass has a Bootcamp scheduled for April.
- Sue from the Thoroughbred Chapter has members interested in participating in the Bootcamp.

2018 Best Practice Calls

(John Palmer/
Drinkwine/Bieberich)

- Andrea welcomed Kelly Drinkwine and Caiti Bieberich.
- Presentation focused on the PRSA Chicago Chapter's Career Contributors Program.
- Kelly referenced the Chicago Chapter's membership value proposition that focuses on relevance, education, credentials, opportunity, mentoring, networking and diversity.
- Kelly said the Chicago chapter leverages most of its value proposition through the Career Contributors program.
- Caiti explained that the program encourages young PR professionals to engage in the chapter programs by being spotlighted in the event program and through social; in return, the young professional drafts a recap of the program for the chapter's blog and social channels.
- Recording of the presentation will be available on the ECD website.

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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
 - 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

Old Business & New Business

(All)

- Jennifer and Kelly provided an update on ECD 2018 Quick Start date prospects include Sept. 14 & 15. Location would be Columbus and Falghren Mortine is being approached about hosting. Agenda is also being developed and there will be consideration to expand networking opportunities.
- Andrea referenced seed money from national would allow ECD to provide grants to Chapters to attend. More details regarding this will be shared.

Meeting adjourned at 9:20 a.m.

Respectfully submitted,
John Palmer, APR
PRSA-ECD Secretary

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