

PRSA Alabama
Board of Directors Meeting Minutes
Friday, July 11, 2014
UAB School of Health Professionals, Birmingham, AL

Present Board Members: Louise Crow; Kevin Storr, APR; Tommy Palladino; Jamie Bessette, APR; Angela Miller; Michael Sznajderman, APR; David Majors; Brittany Norman; JaQuisha Hudson; Helen Todd, APR; Cristina Almanza; Leighton Lindstrom; Adam Moseley; Julie Senter, APR; Meghan Davis.

Absent Board Members: Teri Henley, APR; Krista Lutz; Margaret Bishop; Carol Mann, APR; Deana Nunley, APR; John Matson, APR; Missy Burchart, APR; Issac Pigot; Brandon Wilson, APR; Rachel Olis; Malissa Valdes-Hubert, APR; Elaine Witt, APR; Lori Quiller, APR; Sara Franklin.

CALL TO ORDER

Louise called the meeting to order at 7:44 a.m. The meeting began with board member roll call, as noted above. The board reviewed the minutes from the April 4 board meeting. Michael motioned to approve the minutes, Jaime seconded and the minutes passed unanimously by board members present.

PRESIDENT'S REPORT

Louise reviewed the President's Report via PowerPoint (see attached).

BYLAWS

PRSA National has officially approved the updated bylaws.

SPONSORSHIPS

David is looking into metrics of the chapter to use in selling sponsorships and identify valuable returns on investment. David will also follow up with Mitch Edwards to add sponsorship tagline to voice cast.

FINANCIAL

Jaime reviewed the financial state of the chapter. Account balances do not include an outstanding check for membership dues of \$950.

Totals as of July 10, 2014:

Checking Balance (Cash on Hand): \$21,382.50

Business Savings: \$9,530.97

CHAPTER TOTAL: \$30,913.47

Jaime reviewed the state of the chapter budget. The largest budget item was the PRSA Summit, which ended up in the black. In summation, Jaime posited that the chapter is on track to be within budget by the end of the year.

PROGRAMMING

The next event is a media panel and social at Trim Tab Brewing on July 15. Trim Tab will provide swag for a giveaway. Dixie Fish Company will cater the event under in-kind sponsorship. The event will count as a membership meeting. The board discussed providing one free beer for of-age attendees under the catering budget for the meeting. The board discussed social promotions for either free beer or swag.

PROFESSIONAL DEVELOPMENT/STUDENT SUMMIT

Brittany is looking for companies to host tours for students, similar to AdFed's program. The effort will likely tie into the annual conference.

DIVERSITY

Angela and Brandon discussed plans to develop diversity of a period of time. As part of planning, they are working on holding a roundtable with PRSA members to develop a diversity statement. They have also researched best practices of other similar organizations. They will recruit members to participate in the roundtable at the August meeting.

MENTORSHIP

Helen has identified the scholarship winner and will look to award in the September meeting. She asked the board if the chapter wanted to award two awards this year since a winner was not awarded in 2013. Helen also reviewed recommendations for a PRSSA award to cover PRSA National Conference attendance or general chapter expenses. Leighton volunteered to develop the competition for the award.

ACCREDITATION

The APR summer class started Wednesday, July 9 with seven candidates. The chapter judged the Bronze Anvil award submissions in the three categories.

PRSSA LIAISONS

Auburn University: Leighton met with the PRSSA chapter and received feedback on how the state chapter can help. She will touch base with them in the fall semester. **Samford University:** Michael reported that all is well with their chapter. Michael suggested hiring an intern to help board members. **Mississippi State University:** Louise will write a letter to PRSA National welcoming MSU as a PRSSA chapter. The chapter will need to appoint a liaison. **Jacksonville State University:** Application is pending approval, which will take approximately 90 days. Once approved, the chapter will have nine student chapters.

MEMBERSHIP

The chapter has added 23 new members and lost 40 members, 31 of which joined in the last three years. Kevin and Malissa are researching reasons why members have dropped, but they are not hearing back from the dropped members. The new chapter membership total is 129. Kevin will share the list of dropped members with the board to see if board members have a personal relationship with the former members to determine reasons why they have dropped. Kevin is also in touch with PRSA National for group membership recruitment.

WEBSITE

Jaquisha is looking for ways to leverage the website as a recruitment tool by showcasing chapter events, members and other things the chapter is doing. She will review with Louise and any other board members interested in refreshing the site.

COMMUNICATION

On social media, the chapter has 176 likes on Facebook, 4200+ followers on Twitter and 58 followers on Instagram. Email newsletters have 25 percent open rate. Cristina is looking to increase quality of content.

HOUSEKEEPING

Ron Council Memorial: PRSA Alabama donated \$131 to the Friends of Avondale Park in memorial for Ron Council's passing. The board discussed opportunities for memorial within the chapter. The board concurred that a mentorship award would be the most appropriate memorial. The board discussed the nomination and voting process and criteria for the award. Helen will draft a proposal for the award program.

REV: Helen also reviewed REV's small business program, which will include a three-day workshop session in November to award \$10,000 award to the best business idea. PRSA Alabama will provide PR guidance to the participants as an in-kind sponsorship.

Meeting adjourned at 9:18 a.m.