

**Minutes, PRSA Board of Directors Meeting**

**Tuesday, October 4, 2011**

**Regional Planning Commission of Greater Birmingham – Birmingham, AL**

**Present:** Michael Sznajderman; David Majors; Melanie Davis, APR; Stacy Smith, APR; Allison Gray; Chris Osborne; Dave Rickey, APR; Tommy Palladino; Garland Stansell, APR; Emily Bates; Louise Crow; Renee West; Mitch Edwards, APR; Elaine Witt; Rachel Olis

**Not Present:** Deanna Richards; Charles Bloom; Mike Oakley; Holly Lollar, APR; Sara Sanderson; Brandon Wilson; Hallie Bradley

**Call to order & Approval of Minutes:**

President-elect Michael Sznajderman called the meeting to order at 7:35 a.m. welcomed everyone and presented a brief overview of the agenda. Minutes from the June 24, 2011 board meeting were distributed and reviewed. A motion to formally adopt the June 24th minutes was made and Garland Stansell seconded. The minutes were approved by the board without additional changes.

Michael also provided the treasurer’s report in Hallie’s absence.

A 3 page document outlining the current financial position of Alabama PRSA as of October 3, 2011 was provided to everyone present.

* Check Register lists the debits and credits to the checking account from 12/01/2010 to 10/3/2011. The balance as of 10/3/2011 is $8,537.99.
* Savings Account (page 3) lists current balance as $9,517.28.
* PayPal Activity (page 3) shows current balance of $6,754.43.
* Account totals (page 3) lists total balance as $24,810.29.
* The Professional Development Conference made a profit. Professional Development Chair Chris Osborne will submit a report outlining by current year end.

**District Leadership Rally – Melanie Davis, APR:**

* The District Rally will be held November 4th at the Southeastern Conference Headquarters, downtown. Registration is available online.
* Present and incoming officers from all 11 district chapters are invited to attend
* Speakers are Gayle Lantz of WorkMatters, Inc. and Mickey Nall, incoming PRSA Chair-elect.
* The rally is a member benefit and an opportunity to meet counterparts from other chapters.
* Current challenge is securing in-kind meal donations.

Stacy moved we approve an expenditure of up to $1,000.00 for meals for the rally, Dave Rickey seconded. The motion passed.

**Membership Dues/Chapter Survey Results:**

* A copy of the results of the recent member survey was distributed.
* Thanks to Tommy and Holly for their work on creating and administrating the survey.
* 2/3 of memberships are paid by member’s employer.
* Less than 50% of membership completed the survey (42 surveys completed).
* 98% stated the dues are “just right.”
* 45% said a dues increase may affect their membership.

Garland Stansell added:

* A considerable amount of debate on this issue has taken place on all Assembly Delegate calls.
* A $1.5 million expense reduction by National has already taken place.
* Action must be taken – either cut member services or increases cost of services
* A national survey was also taken on how many members are at risk of discontinuing membership if dues are increased. The results were inconclusive.
* The following will occur if the dues increase is not implemented:
	+ National rally and delegate assembly will be cut
	+ Webinars will no longer be complementary
	+ Stipend for speakers will cease
	+ Printed publications will no longer be available
	+ IT support for chapters will end
	+ Cost of PRSA products will increase
* You can pay your 2012 dues before 12/31/2011 and pay the 2011 price.

Dave Rickey moved that the Alabama Chapter support the efforts of National to increase dues. Melanie Davis seconded and the motion passed.

**Communications - Tommy Palladino:**

* Tommy continues to create our newsletter and thanks everyone for their contributions.
* Our Twitter activity has increased.
* An ALPRSA App is now available for android phones.

**Programming -** **Dave Rickey, APR:**

* The next meeting will feature Michael Froning, executive director of the Birmingham Education Foundation.
* Chuck Faust from Mayor Bell’s office will join us in November.
* Alabama Chief Justice, Chuck Malone was recommended as a future speaker.

**Ethics – Garland Stansell, APR:**

* The HILEAF acronym is being communicated at our monthly meeting.
* September was Ethics Month
* FB posts during September concentrated on ethics.
* Sean Flynt is Ethics Chair – elect for 2012.

**Membership – Emily Bates, Louise Crow:**

* Emily and Louise are working together on Rapid Cast usage as a way to recruit new members
* 5 members have dropped their membership recently
* A reach out has gone to members whose membership will lapse in August, September and October.
* A sign-in sheet is now in place for the monthly meeting. We have a large guest turnout and each guest is contacted following each meeting.
* Guests receive an email the week before the next month’s meeting.
* Current special is local membership cost is waived when new members join national in October only. Savings of $95.00.
* Each board member is asked to reach out to two potential members in your personal contacts.

**Professional Development – Chris Osborne:**

* Thanks to everyone who help make the PD conference a success.
* Exploring a webinar to offer for PD by year end.
* The webinar would be offered as a joint venture with Membership.
* A final financial report on the PD conference will be submitted by year end.

**Accreditation – Stacy Smith, APR:**

* Melanie Davis and Teri Henley are now accredited.
* Brandon Wilson will also soon earn his accreditation
* We have exceeded our accreditation goal for 2011.
* The second annual meeting of the College of APRs will take place in 2011.

**National Bylaws – Stacy Smith, APR:**

* Stacy distributed a National Bylaws handout
* The issue is wording in the bylaws on who is selected to send as a delegate to PRSA Leadership Assembly?
	+ National bylaws have been updated
	+ Chapter bylaws should be in sync with National Bylaws
* Chapters with up to 100 members have 1 delegate, over 100 have 2 delegates.
* Proposed update in handout – see handout
* Dave Rickey – the intent is to make the Chapter President the Assembly Delegate. Additionally the bylaws should be aspirational as referenced by usage of the words “make an effort for:”
* Melanie Davis – all delegates serve a 3 year term which should ensure they can attend Assembly.
* Stacy Smith - recommends we change wording in the proposed language on handout in the second bullet point from “second” to “one.”

Dave Rickey made a motion to adopt as noted and Melanie Davis seconded. The motion passed.

**PRSSA Chapters – Various Liaisons:**

* Alabama State University – Rene West
	+ Strategy is to get chapter off probation. PRSA supports their efforts. Challenge for Chapter is collection of dues.
	+ A presentation will be made Thursday at a student interest meeting.
	+ An email update will be sent as a follow up to meeting.
* Samford – Allison Gray
	+ New officers have been elected.
	+ There is a meeting planned for Thursday night.
	+ Recommendations for speakers at meeting are welcomed.
	+ Officers of Student chapter are being urged to attend Alabama Chapter meetings, the chapter president can attend at no charge.
* UAB – Elaine Witt
	+ All student members have a listing of all board members with contact information. You may receive a call from a student.
	+ Stacy Smith will speak to the Chapter in an upcoming meeting.

**Website – Allison Gray:**

* Allison will be the webmaster contact as we move forward.
* The web content needs to reevaluated. We don’t expect a complete makeover.
* A review committee was formed that includes Tommy Palladino, Rene West, Michael Sznajderman and Stacy.
* Relationship with Zekee is an in-kind swap. Their services for a complimentary Alabama Chapter PRSA membership.
* The online payment feature is a positive part of the website.

**Additional Topics – Michael Sznajderman:**

* A social is being explored for December meeting, Dave and Rachel are planning.
	+ A philanthropic piece will be added. Red Cross is recommended organization.
	+ President’s report will be presented.
* 2012 Board
	+ Vote on Board will be in October meeting.
	+ Swearing in will be during November meeting.

**Next meeting:** The next board meeting will be with the 2012 Officers and the date and location is TBD. (The first meeting of the 2012 board was later planned for Friday, December 9, 2011.)

**Adjourn:** The board adjourned at 8:40 a.m.

*Respectfully submitted by Chapter Secretary, David Majors*