

**Minutes, PRSA Board of Directors Meeting**

**Friday, June 24, 2011**

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

**Present:** Brandon Wilson; Michael Sznajderman; David Majors; Hallie Bradley; Melanie Davis; Stacy Smith, APR; Allison Gray; Mike Oakley; Chris Osborne; Holly Lollar, APR; Dave Rickey, APR; Tommy Palladino; Garland Stansell, APR; Emily Bates; Louise Crow; Renee West; Sara Sanderson, Mitch Edwards, APR

**Not Present:** Elaine Witt; Rachel Olis, Deanna Richards, Charles Bloom

**Call to order & Approval of Minutes**

President Brandon Wilson called the meeting to order at 7:35 a.m., welcomed everyone and presented a brief overview of the agenda. Minutes from the March 22, 2011 board meeting were distributed and reviewed. Melanie Davis made a motion to formally adopt the March 22 minutes. Dave Rickey seconded the motion. The minutes were approved by the board without any additional changes.

**Announcements - Brandon Wilson:**

* Alabama Chapter member Teri Henley led a team of 15 University of Alabama students within the College of Communication and Information Sciences’ advertising and public relations department who competed against professional public relations campaigns in the 2011 Silver Anvil Awards. The team won an Award of Excellence as one of the top three campaigns nationally for their subcategory.
* Board Member Ruwena Healy’s resignation has been accepted.
* Welcome to the Board Louise Crow who will be the Membership Co-Chair.

**Membership Dues - Brandon Wilson:**

National has proposed a $30.00 annual dues increase. The last increase was 10 years ago and their revenue stream has declined. The dues increase will generate approximately $630,000.00 revenue.

A PowerPoint was presented that included key facts on PRSA National’s current financial position.

Following a discussion on the proposed change it was recommended that Alabama PRSA remain neutral at this time and poll their membership as a way to further research the issue. Board members made numerous recommendations on questions and information that should be included in the member survey.

It was recommended that a task force be formed and solicit board members to serve. Tommy Palladino and Holly Lollar volunteered. Stacy Smith recommended Philip Poole be asked to also serve on the task force.

**Communications - Sara Sanderson, Tommy Palladino:**

* Name tags for the meetings are pulled from the RSVP list generated from the website.
* Approximately 22 have registered for the July meeting.
* Approximately 10 members have signed up for the newsletter.
* Our Twitter activity has increased.
* An ALPRSA App has been developed and will be unveiled at the July PRSA Professional Development Seminar.

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

* The August meeting will feature members of the NCAA Media Team.
* September meeting originally was designated to feature former Governor Bob Riley to speak on ethics. He cannot attend and the search is on for an alternate speaker.

**Budget – Halley Bradley:**

Halley provided all board members a ten page document that outlines the current financial position of Alabama PRSA as of June 23, 2011.

* Check Register (page 1) lists the debits and credits to the checking account from 12/01/2010 to 06/23/2011. The balance as of 06/23/2011 is $9,948.96.
  + Chef Clayton’s payment is a duplicate
  + Happy Catering Company payment for October 2010 lunch.
* Savings Account (page 3) lists current balance as $9,516.28.
* PayPal Activity (page 4) shows current balance of $3,390.49.
  + Suggestion to move this to a higher yield savings account
  + Catering costs have decreased
  + Chapter is living within our means
* Account totals (page 5) lists total balance as $22,855.73.

**Ethics – Garland Stansell, APR:**

* The monthly E-Minute will take a break in June and July due to PRCA and PRSA’s joint meetings. It will resume during the August meeting.

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

* The committee is working on ideas on how to increase membership.
* Thirty-six national members who are not Alabama chapter members were recently mailed information about joining the Alabama chapter.
* Several members who recently dropped their membership received an email inviting them to rejoin.
* Alabama PRSA has netted 1 member for 2011.
* Announcements should be made at our monthly meetings providing information on current and upcoming membership deals and specials.
* Communications should go to members prior to their membership lapsing rather than afterwards.

**Professional Development – Chris Osborne:**

* The Professional Development Conference will be July 12, 2011 from 8:30 a.m. to 1:30 p.m. at Jefferson State in Shelby County.
* We have numerous sponsors for the conference year.
* Partnership – Alabama Social Media Association will provide three people to be either speakers or facilitators.
* We need to reach out to PRCA for support
* Invitations should be sent to GA and Lookout Chapters
* Anticipate Conference will come in under $4,000.00 budget
* Ads are still available

**Accreditation – Stacy Smith, APR:**

* The chapter may expect to have successful APR candidates in 2011.
* The Annual Meeting of the College of Alabama APRs will be the end of November/early December with Samford University as the host organization
* Currently candidates are on Module 7 of a 10 Module Study Course.

**Mentoring – Holly Lollar, APR:**

* Forms – all forms and information have been created for the 2011-2012 Mentorship Program and will be placed on the website.
* Dr. Meg Lamme, is assisting with the communication of the scholarship requirements.
* In August there will be a new GR for PRSSSA chapters.
* Mentors are needed. An ask will go out to PRSA members seeking volunteers. Holly will match mentors to students

**PRSSA Chapters – Various Liaisons:**

* Alabama State University – Rene West
  + No update on meeting with Dr. Bird
  + Strategy is to get chapter off probation
  + Need to become aggressive with selling benefits of membership and strive to have chapter pay dues by November.
  + Establish a Facebook and LinkedIn page to speak to students in their own language
  + Current members be prepared to visit ASU chapter
* Samford – Allison Gray
  + Engaging chapter members using Twitter during the summer.
* UAB – Elaine Witt
  + Michael Sznajderman reported for Elaine. Elaine is actively involved with the UAB Chapter.

* Auburn – Brandon Wilson
  + Brandon plans to speak to the Auburn Chapter this fall.
* Troy University – Emily Clark
  + David Majors reported for Emily. Emily is still communicating with Troy’s liaison to establish chapter.

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

The District Leadership Rally will be November 4, at the South Eastern Conference Offices in Birmingham. Melanie provided details on the meeting and stressed attendance as the host chapter.

**Website – Brandon Wilson:**

Deanna Richards is in Atlanta as a summer intern; please send all website updates to Allison, Brandon or Deanna.

**2012 Leadership** – **Michael Sznajderman:**

Anyone interested in serving in a leadership position in 2012 should see Michael. The Nominating Committee will meet in August and begin to make recommendations for 2012 leadership.

**Additional Topics – Brandon Wilson:** Be prepared to discuss at the October Board Meeting:

* Changes to Chapter Bylaws concerning Assembly Delegates
* Adding a Diversity Chair to the Board

**Next meeting:** The next board meeting was set for 7:30 a.m., Tuesday, October 4th at The Regional Planning Commission of Greater Birmingham.

**Adjourn:** The board adjourned at 9:30 a.m.

*Respectfully submitted by Chapter Secretary, David Majors*