



## **January Board Meeting**

### **January 18, 2007**

#### **I. Call to order**

#### **II. Attendance**

Present: Jan Bohman, Eric Jones, Stephanie Stano, Lisa Lawton, Niel Laudati

Absent: Joan Aschim, Bev Mayhew, John Mitchell

#### **III. Changes/additions to agenda?**

No.

#### **IV. Approve minutes**

Approved with no changes

#### **V. Treasurer's report**

Eric distributed monthly and year-to-date reports.

Eric reported \$2,049.67 cash on-hand and \$2,147.08 in a CD for a total of \$4,216.75. (including a \$20 credit from DAC)

Eric has not heard back from the IRS regarding a follow-up to their December call.

The Board discussed goals regarding the web. Do we keep status quo or is there more functionality that could be used. Eric may get input from Jenica Cogdill and Christine Morgan regarding web upgrades. Eric mentioned that the chapter may need to look at increasing the time spent on development and maintenance of the web page. Future upgrades that would use different editing software may make it impractical for him to continue in that role. (See 'IXb' for more)

#### **VI. Membership report**

Jan received a check for three renewals. Additionally, several renewals were received in December.

#### **VII. APR**

Group met in January

Jan, Lisa, Bob Tatum and Amber Fossen are working on APR

## VIII. Program

### a. January meeting debrief

28 people attended, including speakers. The Board discussed future meetings at the DAC. Jan mentioned she spoke with the DAC regarding having music prior to the meeting. The group discussed announcing the next meeting starting at 11:45 to allow more time for speakers and discussion. Discussion also included improving variation of lunches available during the meetings. Any suggestions to the DAC should be specific.

### b. February 24 meeting

- i. Announcement to RG - done
- ii. Brief business
- iii. Any planned teleseminars - none
- iv. Speaker – Michelle Godfrey and Mo Sherifdeen from Travel Oregon
- v. Gift for speaker – Lisa Lawton is looking into gift certificates/tickets to the Hult
- vi. Door prize – Flash Media
- vii. Program sponsor – Flash Media

### c. March Program

- i. Speaker –
- ii. Program sponsor –
- iii. Door prize –

### d. Teleseminars

Kathy Madison, a PRSA member who works for the City, was interested in chapter sponsored Teleseminars. The Chapter did sponsor some last year. The Chapter didn't break even, but there was decent participation. A decision was made in 2006 to focus more on the core responsibilities of the Chapter. The Chapter currently has not budget for teleseminars. Eric spoke about the importance National places on teleseminars and that members can get access to the teleseminars though national. However, cost is an issue. Jan did see some benefit, especially if there is a member (Kathy) who is interested in taking the lead. The cost can be prohibitive, but it is a quick and easy way to get information. It may also raise the ID level of our chapter. Stephanie was not in favor of the chapter subsidizing teleseminars, noting concerns of creating competing with the monthly meeting and the current limits of the Chapter's budget. Eric offered the following – if a member of our chapter, in good standing, offers to take the lead on a teleseminar, is that something we want to do? Jan agreed this could move forward, however, she thought Kathy would be the best person to take the lead on Teleseminars for the immediate future.

The Board agreed Kathy could take the lead on getting this issue moving.

## **IX. Other**

### **a. Meeting set-up for sponsors**

The Board discussed making special arraignments for sponsors to increase their benefit. Ideas included single table ads; time at the microphone and a separate table for those that are not sponsors but have information to share.

### **b. Web update**

The Board discussed future goals regarding the web. Do we keep status quo or is there more functionality that could be used. Eric may get input from Jenica Cogdill and Christine Morgan regarding web upgrades. Eric mentioned that the chapter may need to look at additional resources to maintain possible future web upgrades.

### **c. Non-profit workshop**

AMA contacted the chapter to see if there was interest in a co-sponsored a non-profit workshop. This could be a great promotional opportunity for the Chapter. Stephanie is included in a brainstorming meeting on 1/18/07. The group would like any PRSA input to be focused on Public Relations, not marketing. Details need to be worked out, including: if this will replace the PRSA yearly non-profit workshop, will it be cost prohibitive. Stephanie will report back to the group.

### **d. North Pacific District**

Jan asked the Board if they would like to help sponsor the upcoming May conference (in San Francisco) at any monetary level. The levels of sponsorship could include amounts between \$250 and \$1000. Stephanie was against moving forward, and in favor of using the money for paid speakers. Jan would like to keep the current paid speaker budget, so the money would have to come from the bottom line. Jan stressed the importance of participating in the conference and was in favor of \$250. Eric also gave input on the benefits of participating. Jan, Eric, Lisa and Niel were in favor of \$250 sponsorship. Stephanie was opposed.

### **e. Next Meeting – The meeting time has been changed. Tuesday, February 20, 2006 1- 2 pm at Ulum**

## **X. Adjournment**

**Next PRSA board meeting is scheduled for  
Tuesday, February 20, 2006 1- 2 pm at The Ulum Group**