



Board Meeting
April 19, 2010

I. Call to order

II. Attendance

Present: Niel Laudati (President), Nedine Karakaplan (President Elect), Eric Jones (Treasurer), Amber Fossen (Secretary), John Mitchell (At-Large), Kathy Madison (At-Large)

Absent: Lisa Lawton (Past-President), Kim Evans (At-Large)

III. Changes/Additions to Minutes and Agenda: Update to reflect that John will ask at District about luncheon budgeting among other Chapters in April.

IV. Treasurer's Report

- a. Net \$45 for April luncheon.
- b. Eric has filed the Chapter's tax form and sent note to National.
- c. Eric reported that the Chapter will reach maximum on speaker's gifts before the end of the year and to keep in mind two checks for the award scholarships are coming up.

V. Membership Report

- a. Chapter is down one member to 37
- b. Nedine encouraged Board to provide leads.
- c. The Board will need to dedicate time to having a constructive conversation about membership and develop a long-range plan that examines pricing.
- d. The Board should continue to invite people we know to luncheons.
- e. We should ask our current membership for ideas.
- f. Possible members-only social event this September. Possible national guest speaker. Board members will brainstorm possible speakers. Possibly partner with other local events.

VI. Program Update

- a. Possible future programming: Speed interviewing, Facebook 201, Emergency Management, Secrets of Successful Pitching, Crisis Management, Social Media Success Stories, Reaching Latino Audiences.
- b. Board is interested in how to reach out to Spanish-language audiences. Board should send possible leads to Kathy for follow up. Looking also for a native ethics speaker.

VII. Other

- We need to find a long term solution to job listings and managing the website as a whole. Intermediate step – Eric will send job posting information to Amber to compile and make available at luncheons.

VIII. Adjournment

**Next PRSA board meeting is scheduled for Tuesday,
May 18, 2010**