

## **SPRF Board Meeting**

### **November 14 – Conference Call**

**Board Members Present:** Adam Kelley, APR, Dr. John Forde, APR, Glen Duncan, APR, Stephen Loy, APR, Marc Goldstein, Nan Baldwin, APR, Pete Smith, Kim Collins, APR-Association Assistant

Present on Conference Call – Sabrina McLaughlin, APR, Mary Cracchiolo-Spain

Adam thanked everyone for being here and called for introductions. The meeting is not official because there are not enough voting members present, so it will be considered a planning meeting.

#### **Sabrina McLaughlin, APR**

Sabrina McLaughlin, APR apologized for her absence and thanked the board for allowing her to serve as president.

Sabrina plans to revive the past president council in 2009 working with other past presidents. The council head will be the past president each year.

#### **Glen Duncan, APR**

Glen reviewed the balance sheet, profit & loss vs. actual (noting the 2008 Lantern Income reflects money from 2007 and 2008) and budget overview. Glen recommended that we adopt a balanced budget for 2009. The \$2,000 seed money was returned from ECPRO, and a check has been cut for PRAM.

Adam has been working on the 2009 budget and has spoken with an accountant who said the SPRF group isn't spending too much and should just raise more money. He recommends increasing SPRF dues to \$20 after reviewing the benefits provided by the club. Marc Goldstein noted that local chapters will have to live with less money or pass it on to members. Glen recommended Adam talk to all state presidents first. Adam has done that and got the go ahead from all state presidents (hasn't talked to Alexandria yet). Marc also noted that most members probably don't know the benefits SPRF provides. To address this, Adam listed benefits on the main page. Marc recommended starting to push this at the local level by having the local presidents tout SPRF benefits. Adam said another great benefit will be local chapters being able to host websites on our site, possibly paid. Adam will send state presidents talking points with SPRF benefits. The first invoice will be sent early 2009 to be paid by March, the end of the quarter.

Associate membership was discussed and that it may be underutilized. Marc stressed not to push the associate membership to vendors. Nan stressed that there are categories of people who need associate memberships and it is worthwhile to review the associate membership category. We should consider an allied membership. Quarterly benefit reminders would be a good idea. Maybe have benefits of the month. Glen charged the communications committee with a marketing plan.

Glen will get Stephen SPRFs QuickIn disk and files. Stephen will need to get the approved 2009 budget numbers inputted into QuickIn.

Glen reviewed incorporations status. Everything is correct at the state level. We are reincorporated as 501c6 in Alabama. There are tax exemptions but you must file for them. Glen will check on the stamped version (state). Federally, the application for letter of determination with fee has been filed around Oct.

20 and has a 60 day turn around. The letter determines SPRF to be tax exempt. Jamie is waiting on that letter. Each year the treasurer will need to be sure they file appropriate tax documents. Currently Theresa Lawhoun is SPRF's bookkeeper for \$100/quarter. Each quarter Glen sends her an e-mail attachment to reconcile bank statements and review entries. She may be able to assist with annual forms. Glen will call attorney to see if correct forms have been filed with the Secretary of State.

### **Adam Kelley, APR-President Elect**

Claire Pittman was conference in to update the group on the 2009 SPRF Conference. The group is meeting for 2 hours on Tuesday to designate responsibilities. The logo should be in today to start the website and begin setting up promotions. Packets have already been put together to send to all local chapters including the gaming chips worth \$1,000 to be awarded at conference, promotional materials (featuring speakers at top), etc. These will be sent as a save-a-date by Spring. The committee also plans to start reviewing speaker bios and will keep the SPRF board in the loop. Regarding any SPRF approval, Glen asked the committee to get the SPRF board the proposed budget asap for dollars and thought process. He also encouraged fabulous highly promotable, diverse speakers. Adam is still planning a conference survey. All agreed there should be open communication, promoting speakers as they come on board – maybe teasers. Adam encouraged cross promotions at PRAM/PRCA luncheons. The board would also like to see the video online. Claire noted that several other committees have been formed with chairs. Dr. John Forde offered the MSU pr students to help and recommended checking with them in the Spring. Glen reviewed treasurer details and noted that the committee is responsible for all conference costs including website costs as well as collecting conference registration. The conference website is a micro site. Adam said the cost from Pat is \$300 for page set-up and sometimes \$40/hour. Glen noted that seed money has been given and should be returned in the year the conference is held or before. The committee also gives SPRF a check for \$5/registrant outside of their chapter. Lantern awards and costs will be covered by Lantern Program (Huntsville, Lori Miller). Conference committee covers meal and room. Lantern committee/professional awards (remember COD and President of the Year) takes care of awards, skirting, av, judging, etc. Conference committee and awards committees should stay in touch. Regarding vendor fair, Claire should work with Kim and note that conference fees inside vendor registration should be at cost. The committee again stressed the need for strong speakers and promoting them. Think big and think current. John mentioned needing readiness review rooms as well and that the process is confidential. Sunday will also be an APR boot camp before the conference starts.

It was noted that the SPRF conference is now in the Fall to avoid State conferences being back to back. Marc Goldstein discussed this timetable.

Adam presented the slate for 2009 as:

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Adam reviewed the bylaws and determined they are correct. He reviewed the bylaws and constitution regarding officers. It was determined that once PRAM submits one more representative, the slate is set. The Policies and Procedures committee should review the constitution and bylaws before the 2009 annual meeting as they will need to be voted at that function.

Adam presented the strategic plan. Glen noted it should be identified what is a chapter benefit vs. individual membership.

At 12:16 p.m. **Sabrina McLaughlin** joined the group again by phone along with Mary Spain by e-mail to call the meeting to order officially and conduct the following votes. It was later determined the group was one voting member short so business items were not actually approved.

Minutes from the October 8 conference call were reviewed. Adam motioned to approve the minutes, Marc seconded and the motion passed.

A motion was made by Glen to increase individual dues from \$12/yr to \$20/yr/member to be billed quarterly starting calendar year 2009. Adam seconded the motion. It was added that communication of benefits will be clearly communicated to the local presidents to pass along to board. The motion passed.

A motion was made by Mary Spain to accept the slate as presented. Glen seconded and the motion passed.

As motion was made to approve the treasurer's report as presented by Adam. Marc seconded and the motion passed.

12:35 meeting officially adjourned with lack of quorum.

### **Mary Cracchiolo-Spain**

Mary reviewed her submitted report and proposed e-newsletter template. Mary will follow up with Pat and Jarrod on e-blasts and having the e-newsletters link to the website

### **Dr. Forde, APR-Accreditation**

Dr. Forde reviewed his submitted report.

### **Other Business**

It was noted that the SPRF Action Plan has been added as a Google doc with access given to all 2008-2009 board members. Invitations with link have also been sent. It was encouraged that the board review this regularly as a reminder of outstanding projects. It was also noted that some of the SPRF state representatives were slow in coming in though requested in August. Kim will also post the created SPRF Calendar In hopes this will help with future planning.

Revenue streams were discussed with Marc as chair. Ideas were pulled from the proposed 2009 budget. Marc noted that we need to identify why SPRF needs additional monies and what will be done with the money. Adam will poll the membership to see what benefits they want. Adam noted a rainy day fund is needed and money for operational expenses and thinks the strategic plan helps identify those needs. Marc noted as new revenue streams are created it should be shared why and what it will benefit.

The board realized Stephen was counted in the quorum, so voting items were not legal.

This brought back up the discussion of raising dues. The idea was brought up to flesh out the strategic plan a bit more and put down on paper, give to presidents so they can tell board members. Adam will put together the talking points justifying and explain the increase.

Chapter of Distinction recommendations were reviewed. It was recommended that all awards sit and report to Professional Development. Committee chairs will be appointed to help assist the Professional Development officer. COD should ultimately be overseen by each year's past president and the past president's council. Glen will help Sabrina during 2009 since she is also launching the past president's council.

2009 meeting dates will be February 13 (Meridian), April 10 (conference call), July 17 (Meridian or Tunica site visit), October 4 (Tunica conference) and December 11 retreat (Meridian).

### **State Reports**

ECPRO – not present, no report submitted

PRAL –BR – Just had their annual APR 101 dinner sharing the process with sample questions with 20 people in attendance; they have a slideshow that can be used; reviewed submitted report

PRAL-Alexandria – non present, no report submitted

PRAM – hosting sprf conference in 09; April 17 PRISMs luncheon with professional awards too, APRs; Jarrod (President) visited all 11 chapters in the state and participated in career fairs at USM and MSU promoting PRAM and SPRF; they are now overhauling the website with a new look after January 09; 14 APRs in pipeline; Mary resigned from the 2009 SPRF board and will be replaced; asked local chapters to promote conference

PRCA – April 24 luncheon with chapter recognition and educator of year; mini sessions; President elect Obamas communications dir for African American media relations

Adam stressed how excited he was to work with this board. He showed the t-shirt that will have the SPRF logo on it that will be ordered as a promotional item. They can be used as door prizes, etc. It was discussed to sell them online.

The meeting adjourned at 2:10 pm