



## MID ATLANTIC DISTRICT

### Minutes of Board Meeting – January 11, 2019

#### PRSA MAD PURPOSE

Help volunteer leaders of MAD's 9 local chapters by facilitating the sharing of best practices and success stories in programming, membership recruitment/retention, leadership, governance and management; sharing lessons learned from less than successful stories in programming, membership recruitment/retention, leadership, governance and management; and helping candidates attain PRSA's Accreditation in Public Relations (APR) designation.

#### **Attending:**

David Reel, CAE, Chair; Mike Gross, APR, Chair Elect; Jen Bemisderfer, APR, Treasurer; Janet Kacskos, APR, Fellow PRSA, Secretary; Andrew Ryan, APR, Immediate Past Chair; Scott Ramsburg, Blue Ridge Chapter Representative; Vincent Moulden, Chesapeake Chapter Representative; Liz Smith, APR, Central Pennsylvania Chapter Representative; Lisa Coster, Maryland Chapter Representative; Lisa Kiefer, National Capital Chapter Representative; Stephanie Byrwa, Philadelphia Chapter Representative; Windy Campbell, Richmond Chapter Representative and Mindy Hughes, APR, PRSA National Regional Representative (Non - Voting).

#### **Absent:**

Leon Tucker, Delaware Chapter Representative; Sarah Buck, Hampton Roads Chapter Representative

#### **Call to Order**

Meeting was called to order by Chair Reel at 12 p.m.

#### **Decision Issues**

Following discussion and deliberation, the following motions were made, seconded and approved unanimously:

- 2019 goals (see recap below)
  - 100% Chapter participation at each Board meeting
  - 100 % Chapter participation at Quick Start
  - 18 attendees at the APR Boot Camp
  - 2020 APR Boot Camp Location
  - Budget Reserve Policy
- December 2018 Finance Report
- 2019 Budget
- Scheduling meetings on the 2nd Friday of each month at 12 p.m. noon, (current practice)

- Defer action on the December 2018 Board meeting minutes until the February 2019 Board meeting

### **National PRSA Update**

Given by Mindy Hughes, APR

Mindy thanked all of the chapters for getting the names of board members to the national office. She said the Mid-Atlantic District was at 100%. Mindy said she is beginning her calls to chapter presidents in the district to chat about issues, answer their questions if possible and give them updates on what is happening at national. Mindy reported that PRSA CEO, Joe Truncale, will be retiring from his position at the end of 2019. She anticipates the board will begin that search soon.

### **2019 APR Boot Camp**

Liz Smith, APR, reported that the Boot Camp, scheduled for April 10-12 in Harrisburg, Pa., will be the 5<sup>th</sup> one for the district. It's open to anyone in PRSA. Liz said a flyer with details would be sent to chapters and posted to the website. She did mention that they are looking for panelists on April 10<sup>th</sup>.

### **Chapter Reports**

Scott Ramsburg, Blue Ridge Chapter Representative reported they had a Board retreat in mid-December. Fully staffed as board, first time in 2 years. Switched banks. Converting website to new site. Financially sound. Membership retention is an issue - down to 71. Working on bigger name speakers.

Vincent Moulden, Chesapeake Chapter Representative reported the chapter sent out a survey and got 30 responses, which they were pleased with. Board has created schedule for 2019. Will create sponsorship opportunities. PR Bazaar will be redone and the chapter will sponsor it. A program with a motivational speaker is coming up.

Liz Smith, APR, Central Pennsylvania Chapter Representative reported on the chapter's work on the Boot Camp and also that the new chapter president is trying a coffee meet-up in Harrisburg for members.

Hampton Roads report from Mindy. Had board retreat in Dec. Their first program next week – NASA social media folks will be speaking. Mindy will be the keynote for the Feb. 20 meeting. She will discuss “Making the most of your PRSA Membership.” Chair Reel asked Mindy to share her PPT, which she will after she presents it.

Lisa Coster, Maryland Chapter Representative reported that they ended the year with 310 members. Board retreat coming up Jan. 22 in Baltimore. Board will meet in person four times and other meetings via teleconferencing. Jan. 24 is first chapter program. Feb 7 will be media panel.

Lisa Kiefer, National Capital Chapter Representative reported that she is the president-elect for the chapter. Their membership is just under 1,100, which is even with last year. Last year the

board took a survey of their membership and this year and next they will turn the insights into action. Once again their signature kick-off event will be held in place of their holiday party next week. Later this month, they have an event coming up on communication on/in govt. agencies. In February they have personal and professional development events.

Stephanie Byrwa, Philadelphia Chapter Representative reported that they will be kicking off program year next week and will also have first board meeting of year. New program person was active member in Orlando and Austin, and now in Philly. She has great ideas of what worked in other areas. We cover large area, so making our programs work for everyone is challenging.

Windy Campbell, Richmond Chapter Representative reported that their board met in December for a planning retreat and to set goals. They have an awards program coming up in May with seated dinner and awards. New ideas; VIP section, more offerings for students including a package. It's our "PR Prom" and we're also planning an "After Party." Jan. 30 will be first program on employee engagement.

### **Upcoming/Emerging Issues**

None discussed

### **Adjourn**

Meeting adjourned at 1:03 p.m.