



Mid Atlantic District

Minutes of Board Meeting – July 12, 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; Andrew Ryan, APR, Immediate Past Chair; Janet Kacskos, APR, Fellow PRSA, Secretary; Liz Smith, APR, Central Pennsylvania Chapter Representative; Sarah Buck, Hampton Roads; Lisa Coster, Maryland Chapter Representative; Martha Gaston (for Stephanie Byrwa), Philadelphia Chapter Representative; Windy Campbell, Richmond Chapter Representative; Mindy Hughes, APR, PRSA National Regional Representative, (Non – Voting).

Absent:

Mike Gross, APR, Chair Elect; Jen Bemisderfer, APR, Treasurer; Lisa Kiefer, National Capital Chapter Representative; Ken Grant, APR; Delaware Chapter Representative; Scott Ramsburg, Blue Ridge Chapter Representative and Vincent Moulden, Chesapeake Chapter Representative.

Call to Order

Meeting was called to order by David Reel at 12:03 p.m.

- Roll Call and Quorum

2019 Priority Goals

Progress reports were presented with no need for Board action at this meeting

- 100% Chapter Participation – did not reach today
- Budget Reserve Policy – nothing new
- 2020 APR Boot Camp - 18 participants
- 100% Chapter participation in Quick Start

Decision Issues

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

- 2019 MAD Quick Start Recommendations
- Chapter meetings/events postings on MAD website

- Mike Gross will serve as MAD representative at 2019 PRSA National Leadership Assembly
- Will hold MAD Happy Hour at 2019 PRSA National Conference
- Approve the June 2019 Board meeting minutes
- Cancel August call. Next meeting will be September 13.

Finance Report

Deferred June 2019 Finance Report to next meeting

National PRSA Update

Given by Mindy Hughes, APR; Love happy hour idea, but we may want to forgo our MAD meeting at ICON. Lots of work going on at national; Leadership Rally, Assembly Delegate and ICON. Chapter delegate counts coming out next week. Excellent line-up for ICON. Donna Jonas is leaving PRSA, last day is 7/15.

Chapter Reports

Liz Smith, Central Pennsylvania - Central PA will have joint social with IABC and PPRS in August - Susquehanna River Boat.

Sarah Buck, Hampton Roads – Working with members going for APR. Will also have fall cohort going through process. Doing more around diversity and inclusion with programming and proposal for new award. Social later this month, taking August off.

Lisa Coster, Maryland – Wrapping up details for conference next week, registration is still open at University of Maryland. Chesapeake Chapter is helping us with the conference. Strong programming for conference. Tough holding it in July. Webinars in August and September. Nominations in Sept.

Martha Gaston, Philadelphia Chapter Representative – PRSA Philadelphia and Philly PR collaborated on Diversity/inclusion. July 30 – going to local PR firm. In August going to local company for program. Working on annual awards programming.

Windy Campbell, Richmond Chapter Representative – No programming in July or August. Board is hard at work.

Upcoming/Emerging Issues

David mentioned that some districts are doing virtual Quick Starts.

Adjourn

Motion made to adjourn was seconded and unanimously approved at 1:01 p.m.