



## Mid Atlantic District

### Minutes of Board Meeting – June 14, 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; Andrew Ryan, APR, Immediate Past Chair; Jen Bemisderfer, APR, Treasurer; Janet Kacskos, APR, Fellow PRSA, Secretary; Liz Smith, APR, Central Pennsylvania Chapter Representative; Lisa Kiefer, National Capital Chapter Representative; Ken Grant, APR; Delaware Chapter Representative; Sarah Buck, Hampton Roads; Lisa Coster, Maryland Chapter Representative; Stephanie Byrwa, Philadelphia Chapter Representative; Windy Campbell, Richmond Chapter Representative; Mindy Hughes, APR, PRSA National Regional Representative, (Non – Voting).

#### **Absent:**

Scott Ramsburg, Blue Ridge Chapter Representative and Vincent Moulden, Chesapeake Chapter Representative.

#### **Call to Order**

Meeting was called to order by David Reel at 12:02 p.m.

- Roll Call and Quorum
  - David called the roll and confirmed there was a quorum.

#### **2019 Priority Goals**

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

- 2020 APR Boot Camp
  - Liz Smith is working to get the 2020 Boot Camp on the books for our district. Waiting for confirmation.
- Mike Gross gave update on planning the 2019 MAD Quick Start event for up and coming Chapter leaders. Will focus on recruiting and retaining strong leaders. Looking at Baltimore locations. Have date, Nov. 2.

#### **Decision Issues**

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

- Accept the May 2019 Finance Report
- Approve the May 2019 Board meeting minutes

### **National PRSA Update**

Given by Mindy Hughes, APR; Technology Update – all the micro-sites have been deactivated. New page now direct links to districts and chapter websites. Soft launch of new PRSA.org website coming this summer. Leadership Assembly number of delegates will be coming soon, one delegate for every 100 members (101 members gets two delegates). Make sure Chapter president-elect is registered for Leadership Training Rally (\$550 stipend available).

### **Chapter Reports**

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

Ken Grant, Delaware – holding wine and cheese cruise. Communications director from Governor’s office will be speaking. For this fall, in talks with Gritty mascot creators. Also looking for speaker on measurement.

Sarah Buck, Hampton Roads – Standing strong with members impacted by tragedy in Virginia Beach. Brought in “Committee Champions” to last board meeting and had lead report out. For programming; social in July, ethics in September, diversity in October.

Lisa Coster, Maryland – They just finished judging Ag awards and put out call for their awards. Had to cancel event with professional journalists because of low RSVPs. Program on transparency in PR and media coming up. Webinar in August and Boeing Tour. Maryland Conference in July. Lisa said we need to help promote each other’s events better. Get national and districts to help.

- Note - Mindy said that every month Sunshine District sends out newsletter with all their events coming up.

**In July David plans to make a motion to add to our menu of services, a periodic calendar of events that will list every event from the chapters with name of event, location, speakers (if any) and contact. (Mindy will look into how information is gathered by Sunshine District).**

Lisa Kiefer, National Capital Chapter Representative – Big news is redesign of their website, did RFP, narrowing down choices. Hope to have it done in Oct. At board meeting this week they did a mid-year check-in. It was an all-hands meeting with a greater emphasis on our committees.

Stephanie Byrwa, Philadelphia Chapter Representative – Mentioned email that David had forwarded on Philadelphia’s work on Diversity/inclusion. They’re struggling with attendance at events. Had 13 at recent meeting in the suburbs. Have event later this

month on tourism, piggy-backing on Tourism Conference in Philly this weekend. This year they are doing summer programming. Had mid-year retreat last week.

Windy Campbell, Richmond Chapter Representative – Wrapping up before taking off July and August, no programming. 130 awards given out at recent, festive event. Media panel earlier this month. Final lunch before summer break will be later this month on Virginia Tourism.

### **Upcoming/Emerging Issues**

We will have a July district meeting but will consider cancelling August, if agenda items are light.

### **Adjourn**

Motion made to adjourn was seconded and unanimously approved at 1:13 p.m.