



## Mid Atlantic District

### Minutes of Board Meeting – May 10, 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; Janet Kacskos, APR, Fellow PRSA; Liz Smith, APR, Central Pennsylvania Chapter Representative; Lori Sharp (on behalf of Sarah Buck) Hampton Roads; Lisa Coster, Maryland Chapter Representative; Scott Ramsburg, Blue Ridge Chapter Representative; Windy Campbell, Richmond Chapter Representative; Mindy Hughes, APR, PRSA National Regional Representative, (Non – Voting).

#### **Absent:**

Secretary; Jen Bemisderfer, APR, Treasurer; Lisa Kiefer, National Capital Chapter Representative; Ken Grant, APR; Delaware Chapter Representative; Stephanie Byrwa, Philadelphia 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
  - Janet Kacskos 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

- 2019 APR Boot Camp on April 10 -12 in Harrisburg PA -
  - Liz Smith reported it came in under budget. Central PA is interested in hosting 2020 boot camp again.
- All chapters participate in board meetings – hope to get more participation next month.
- Mike Gross gave update on planning the 2019 MAD Quick Start event for up and coming Chapter leaders. Membership will likely be one of the topics. He's looking at Baltimore as a new venue for it.

#### **Decision Issues**

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

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

### **National PRSA Update**

Given by Mindy Hughes, APR – Chapter tax forms must be filed by May 15 – in most cases it's a postcard. Applicants for national board have been posted and we're in public comment period - several people from MAD running for seats. Leadership Training Rally coming up in October, registration is now open.

### **Chapter Reports**

Liz Smith, Central Pennsylvania - Central PA working on event on opioid crisis and summer social.

Windy Campbell, Richmond - Virginia PR Awards Banquet on May 23, 300 expected. Workshop this week on diversity/inclusion.

Mike Gross gave report on Philly – “Moving Mental Health Forward” program coming up.

Lisa Coster, Maryland – Having trouble getting volunteers so they're going to give 50% off at events, if you volunteer. Forming judging committee for outside awards, also working on own awards program. Conference is set for July 18.

Lori Sharp, Hampton Roads – Next week member meeting on emergencies, volunteer event on June 1 to clean the shore.

Scott Ramsburg, Blue Ridge – program next month, struggling on membership.

### **Upcoming/Emerging Issues**

Same people/chapters are not represented on MAD meetings. David will send out note to encourage people to be on call, or send a representative.

### **Adjourn**

Motion made to adjourn was seconded and unanimously approved at 12:59 p.m.