



MID ATLANTIC DISTRICT

Minutes of Board Meeting – March 8, 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; Janet Kacskos, APR, Fellow PRSA, Secretary; Andrew Ryan, APR, Immediate Past Chair; Scott Ramsburg, Blue Ridge Chapter Representative; Liz Smith, APR, Central Pennsylvania Chapter Representative; Lisa Coster, Maryland Chapter Representative; Lisa Kiefer, National Capital Chapter Representative; Sarah Buck, Hampton Roads and Mindy Hughes, APR, PRSA National Regional Representative (Non - Voting).

Absent:

Jen Bemisderfer, APR, Treasurer; Vincent Moulden, Chesapeake Chapter Representative; Ken Grant, APR; Delaware Chapter Representative; Windy Campbell, Richmond Chapter Representative; Stephanie Byrwa, Philadelphia Chapter Representative.

Call to Order

Meeting was called to order by David Reel at 12:01 p.m.

Roll Call and Quorum

Janet Kacskos called the roll for attendance and confirmed there was a quorum.

2019 Priority Goals

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

- Have openings for 18 Attendees at 2019 APR Boot Camp on April 10 -12 in Harrisburg PA
 - Liz Smith reported 13 currently registered – today March 8 is last day to register.
 - Central PA chapter stepped up to be panelists.
- 2020 APR Boot Camp Location
 - All chapters are welcome to be considered as the 2020 host chapter provided there is a Prometric test center close by.
- Budget Reserve Policy - To be presented for Board review and action at the April meeting
- Quick Start – brainstorming coming up next week, more at April meeting.

Decision Issues

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

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

National PRSA Update

Given by Mindy Hughes, APR – PRSA’s national nominating process is open. Five district seats open (not for MAD) and one at-large (open to anyone). Reminder: Chapter tax forms must be filed by May 15 – in most cases it’s a postcard. Request funding from national soon for Quick Start. Mindy gave presentation on “Making most of PR benefits” for her chapter, it’s on Hampton Roads FB page. PRSSA is having nine regional conferences; one recently at Penn State.

Chapter Reports

Liz Smith, APR, Central Pennsylvania Chapter report. Passing last month of former president Ken Robinson, who was very involved in PRSA. Local training for APR and participating in bootcamp.

Mike Gross gave Philadelphia Chapter report – Promoting bootcamp. Working on new website. Working to support PRSSA at their regional conference at Temple. Hosting an event on corporate responsibility.

Lisa Kiefer, National Chapter report – Events coming up – podcast event next week, writing for PR and public affairs event in April and multi-day bootcamp on effective PR in May. Focus is on re-evaluating events, cutting costs, etc. Getting ready to overhaul website. Looking at general membership strategies to get numbers back up.

Lisa Coster, Maryland Chapter Representative reported “Coffee” event coming up next week. Happy hour later in month. Doing a TV tour. PRSSA event in May. Planning conference which will be June 5. Just got a membership chair.

Mindy and Sarah - Hampton Roads – Chapter used Mindy’s speaking event to bring in non-members. No charge for guests. Event coming up at Mango Mango - former Shark Tank. Also, media panel coming up, looking at partnering with other organizations.

David Reel reported for the Chesapeake Chapter which is his home chapter. Next event will be an evening event. Offering personal branding event.

Scott Ramsburg, Blue Ridge Chapter Representative – Closed annual pre-pay. 18 took advantage to pay for all luncheons ahead of time. Struggling with membership and retention. Going to have more frequent communication. April 11 is next luncheon at Virginia Tech.

Upcoming/Emerging Issues

Lisa Kiefer talked about strategies to keep costs down; such as webinars.

Mindy – regional reps are looking at how chapters that are spread out over a large geographic area, but have people in a pod; does it make sense to have a pod with their own programming.

Could have regional directors on the chapter board.

Mike – did survey of members to understand barriers to taking next steps. Happy to share results.

Adjourn

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