

## **Minutes from the December 7, 2001 GSPRA Executive Board Meeting**

**Members Present:** Jennifer Caracciolo, Matt Cardoza, Sloan Roach, Melinda Dreisbach, Pat Holloway, Tim Hensley, Brenda Horton, and Bill Doughty, APR.

**Call to Order:** Jennifer Caracciolo, president

**Approval of Minutes from the October 23, 2001, GSPRA Board meeting:** Motion made by Pat Holloway, seconded by Matt Cardoza. Motion passed.

### **Secretary-Treasurer Report:**

Sloan Roach provided the Board with GSPRA's financial report. As of November 30, 2001, having paid all bills from the 2001 Fall Conference, GSPRA had a balance of \$9,215.15. Sloan reviewed with the Board areas of spending from the conference that should be reviewed during the planning of the 2002 conference and asked all Board members to call her prior to making purchases on behalf of GSPRA.

GSPRA currently has 80 members. Sloan outlined a plan for contacting past members who were unable to attend the 2001 conference. The Board agreed that GSPRA would send a letter of invitation as well as an invoice to past members in the hopes of making it easier for them to rejoin.

**2001 Conference:** Jennifer Caracciolo shared the feedback gathered from conference surveys. Most sessions received favorable comments. The major complaint had to do with the food. GSPRA had a number of new members attend the 2001 conference. The horseback riding event was deemed a successful bonding activity. The Board said it would like to see a like event at the 2002 conference. Plans are to market the 2002 conference, which will be held on Jekyll Island to Florida, Alabama, and South Carolina chapters of NSPRA.

**Bylaws:** Pat Holloway provided an overview of the bylaws changes and how the recommendations were decided upon. A motion was made by Pat and seconded by Matt Cardoza that the bylaw changes be sent to membership for a vote. Once members have approved the bylaws changes, the GSPRA Board will look at realigning its regions.

**Crisis Communications Team:** Pat Holloway discussed with the Board her work to put together a crisis communication workshop and team. She has received from NCSPPRA their training and resource materials. We will use their program as a model. The training will be held March 1 in Clayton County. She has contacted Lew Armistead, a national expert on the topic, to speak at the GSPRA training. Once everything is confirmed, she will send out registration information to GSPRA members and school superintendents.

**Drive-In Conferences:** Jennifer stated that she would like to see GSPRA host at least two drive-in conferences this year. The suggestion was made that region directors in the north team up and region directors from the south team up to begin planning.

**Communication:** Mike Wooten is developing a schedule for GSPRA communication. He discussed the use of e-newsletters and the web site. These would provide cost-effective communication to members in a timely manner.

**Mentor Program:** Jennifer led a discussion on the development of a mentor program for new members. The Board talked about doing a web-based survey to determine members' areas of expertise. This information could be shared among the membership. Board members also discussed how to orchestrate more face-to-face meetings with new members. One suggestion was to move the GSPRA Board meetings around from region to region and invite newcomers to come in for a networking lunch. Region Directors also were reminded of the importance of communicating with all members—both veteran and new.

**Conference 2002:** Tim Hensley, as president-elect, will lead GSPRA's 2002 conference effort. Planning is underway. He is looking at a conference schedule similar to this year's. Board members asked about resurrecting a low country boil event, an activity that received rave reviews in the past. Tim is looking to involve some of GSPRA's newest members in the planning and implementation of the conference. At the next meeting of the GSPRA Board he hopes to have a sample program ready for the group's review. It was noted that for the Publications Contest, GSPRA may want to look at reviewing some of the categories. This contest is currently aligned to NSPRA's review program.

The 2002 GSPRA Fall Conference will be held October 23-25, 2002, at the Jekyll Island Inn.

**APR:** Bill Doughty, APR, provided an update on GSPRA's efforts to encourage members to seek accreditation. He said that he has talked to several members who are contemplating this.

Jennifer announced that she will be in touch regarding the Board's next meeting. With nothing further to discuss, Matt made a motion to adjourn. The motion was seconded by Mike.

These minutes have been respectfully submitted by Sloan Roach, GSPRA secretary-treasurer.