



**Oklahoma Academy of Physician Associates (OAPA)
Public Relations Committee Meeting Minutes
April 22, 2026 | 6:30 PM | Zoom**

Committee Members Present:

Helga Price, Melissa Lotfis, Audra Ball, Jeanine Smith, Don Guthrie

Committee Members Absent:

Elizabeth DiSalvatore, Jennifer Putman, Natasha Simonson, Lisa Eckhardt

Others Present:

Susan Thomas, Audrey Poole, Tamara Brown

Call to Order:

The meeting was called to order at 6:43 PM.

Agenda Item: Website Upgrade

Audrey presented a proposal from Back40 for a website upgrade, which had been previously shared with the committee for review.

Key Discussion Points:

- **Current Challenges:**
 - The current website incurs additional costs due to frequent updates, with a minimum one-hour charge per request, even for minor changes.
 - The site requires ongoing “patchwork” fixes and lacks efficiency.
- **Benefits of the Proposed Upgrade:**
 - Increased customization to better meet organizational needs.
 - Greater administrative control, allowing staff to manage more updates internally and reduce costs.
 - Improved CME functionality, including:
 - Clear feedback for rejected submissions.
 - Ability for members to correct and resubmit errors.
 - Streamlined CME forms.
 - Reduced administrative workload (estimated 50% time savings).
 - Enhanced membership system:

- Improved order processing.
 - Simplified member profiles for easier navigation.
 - Updated dues process, including options for one-time or recurring PAPAC donations.
- Mobile-responsive design for optimal use across devices (desktop, tablet, mobile).
- More modern, professional appearance.
- Long-term sustainability, reducing the need for frequent upgrades.
- **Demonstration:**
 - Sample designs were reviewed. Audrey shared her screen to walk through examples for members who had not yet viewed them.
- **Project Details:**
 - **Total Cost:** \$23,475.00
 - **Timeline:** Estimated 2.5–3 months, with no downtime to the current website
 - **Payment Structure:** 50% upfront, 25% mid-project, 25% upon completion
- **Additional Discussion:**
 - The current monthly fee with Back40 (\$325.00) will remain unchanged.
 - Back40’s familiarity with OAPA’s systems and processes was noted as an advantage, as this is an upgrade rather than a completely new build.
 - Elementor Pro was discussed as a beneficial component of the upgrade.
 - Timing was emphasized, with summer identified as the optimal window for implementation. Delaying beyond this timeframe may push the project to next year.
 - It was noted that the Oklahoma Medical Board is also upgrading its systems, reinforcing the importance of OAPA doing the same.

Motions:

Motion 1: Motion to approve to approve proposal made by Helga Price; Melissa Lotfis seconds. All in favor. Motion passes.

Motion 2: Motion to approve to pay for website out of savings made by Helga Price; Melissa Lotfis seconds. All in favor. Motion passes.

Action Items:

- Audrey to proceed with next steps in coordination with Back40.
- Proposal to be added to the Board Meeting agenda May 4th