



<b>Call to Order: 8:04 a.m.</b> <b>Adjournment: 9:05 a.m.</b>	<b>Led By:</b> President Blake Nelson, APR <b>Secretary:</b> Jenny Corsey, APR
--	---

**In Attendance (17):** Amber Albrecht, APR; Melissa Cameron; Rene Carmichael; Jenny Corsey, APR; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Hezekiah Herrera, APR; Nikki Jimenez; Danielle Johnson Hoffpaur; Sarah Lemons; Maria McGregor; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Kristin Reinhardt; Julie Smith-Taylor, APR; Krystin Williamson;  
**Absent (2):** Jessica Geiszler; Elizabeth A. Peci, APR, Fellow PRSA  
**Guests:** Natalie Mason, president of SDSU

Agenda Item	Discussion	Action	Owner
2016 Planning	<ul style="list-style-type: none"> <li>Blake Nelson, APR will compile an annual chapter report this year. is putting together an annual report for 2016.</li> <li>Committee plans are due by January 15.</li> </ul>	<ul style="list-style-type: none"> <li>Directors should keep a record of accomplishments to include in the 2016 annual report.</li> <li>All directors should submit committee plans by January 15.</li> </ul>	All
2016 Budget	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA is still working through the budget tracker and has cleaned it up to align better with QuickBooks.</li> <li>Gay advises that we keep the budget balanced this year and moving forward. During the last two years, we budgeted for a loss. Last year we netted plus \$6k. This year we show a healthy reserve.</li> <li>Blake Nelson, APR agreed the chapter should keep the budget balanced.</li> </ul>	<ul style="list-style-type: none"> <li>Gay to finalize budget.</li> <li>All directors should submit committee budget sections as soon as possible.</li> </ul>	Bill Gay, APR, Fellow PRSA
SDSU	<ul style="list-style-type: none"> <li>Natalie Mason, president of SDSU attended and plans to provide updates at future meetings. She would like to increase our membership pipeline through SDSU graduates.</li> </ul>	<ul style="list-style-type: none"> <li>Mason to provide regular SDSU chapter updates on activities.</li> </ul>	Natalie Mason
Activity Reports and Minutes	<ul style="list-style-type: none"> <li>Jenny Corsey, APR explained the new activity report submission process using Survey Monkey.</li> <li>Minutes will now be approved at each meeting. Corsey will send minutes the week of each board meeting for review and then motion for approval.</li> </ul>	<ul style="list-style-type: none"> <li>All directors should submit December activity reports.</li> </ul>	Jenny Corsey, APR
Website Updates	<ul style="list-style-type: none"> <li>Blake Nelson, APR requested that everyone send an updated bio and headshot to Rene Carmichael for the website.</li> <li>Nelson would like each committee to maintain a dedicated page on the chapter website. Everyone should send a paragraph of content to Carmichael by EOM for the site.</li> </ul>	<ul style="list-style-type: none"> <li>All directors should send website content for their committee pages, updated bios and headshots to Carmichael.</li> </ul>	Rene Carmichael



Agenda Item	Discussion	Action	Owner
Professional Development	<ul style="list-style-type: none"> <li>• Brianne Mundy Page noted that there are 41 RSVPs for the January 14 mixer, which will be held at Brooklyn Girl Eatery.</li> <li>• Kristin Reinhardt provided an update on the February 24 event and mentioned that identifying a venue has been a challenge. Rock Bottom Brewery is an option, but the costs would be higher.               <ul style="list-style-type: none"> <li>○ Bill Gay, APR, Fellow PRSA suggested AMN Healthcare as a venue option.</li> <li>○ Reinhardt reserved a room at La Jolla Scripps Medical Center as a backup option, but they aren't able to provide a cash bar.</li> <li>○ Nelson noted that the chapter typically doesn't host bars at events due to liability.</li> <li>○ Blake Nelson, APR encourage the board to work on a high attendance number. Rene said the average attendee count is 30 for monthly events.</li> </ul> </li> <li>• Nelson reviewed the option of hosting a Michael Smart workshop this year. Michael is a national media relations speaker from the Salt Lake chapter and provides workshops at national and other chapters each year.               <ul style="list-style-type: none"> <li>○ Michael's non-profit rate is \$7,500 plus travel. He's also offered a mitigated risk option where we split everything after \$7,500.</li> <li>○ Nelson suggested we charge \$199 per person for a Friday morning four-hour workshop. He typically sells out 80-person rooms at other chapter events.</li> <li>○ Michael thinks we should cross-promote this event with Orange County and other nearby chapters.</li> <li>○ Timing would be either August or November. We want to avoid competing with the Western District Conference or Summer Social and our other events.</li> <li>○ Krystin Williamson mentioned that some agencies will send one person to an event like this to learn and then report back, instead of sending multiple people. Jenny Corsey, APR suggested we should consider a group discount for agencies and companies.</li> <li>○ Julie Smith Taylor, APR noted that this speaker is very engaging in person. She thinks we have a lot of reserve funding and should invest in this opportunity.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Page and Reinhardt to identify venue for February event and continue planning logistics</li> <li>• Bill Gay, APR, Fellow PRSA made a motion to hold the Michael Smart workshop in August. Taylor seconded. Motion passed with all in favor.</li> </ul>	Brianne Mundy Page and Kristin Reinhardt
SDSU Partnership	<ul style="list-style-type: none"> <li>• Blake Nelson, APR mentioned that Bey Ling Sha would like the chapter to hold a panel discussion on the topic of legalities and internships. She would serve on the panel along with a few other people who are offering</li> </ul>	<ul style="list-style-type: none"> <li>• Jenny Corsey, APR made a motion to support the internship panel discussion at SDSU. Bill</li> </ul>	Blake Nelson, APR



Agenda Item	Discussion	Action	Owner
	<p>internships legally.</p> <ul style="list-style-type: none"> <li>• Sha thinks the profession should own a responsibility to communicate how to do internships the right way, especially given recent lawsuits. The PRSA National position is that all interns should be paid.</li> <li>• Nelson noted that this could be a sensitive topic, given our many intern job postings on the website.</li> <li>• Jenny Corsey, APR suggested that we promote and support the panel but ask SDSU to host it on their campus since this is a student-related issue. Nelson agreed and noted we shouldn't promote this among students.</li> <li>• Bill Gay, APR, Fellow PRSA said the panel could be angled positively and include additional types of information about how to do internships the right way.</li> <li>• Kristin Reinhardt suggested we offer this as a webinar.</li> <li>• Nelson said we should not charge for this event as it could be seen as a public service.</li> </ul>	<ul style="list-style-type: none"> <li>• Gay, APR, Fellow PRSA seconded the motion. Motion passed, all in favor.</li> <li>• Blake Nelson, APR will come back to Bey Ling Sha with our recommendation and next steps.</li> </ul>	
Diversity Committee	<ul style="list-style-type: none"> <li>• Hezekiah Herrera, APR reported that the March 10 diversity mixer planning is going well, with nearly all of last year's partners returning. The attendance goal is 120, which would be 20 more than last year.</li> <li>• AMA would like to be more involved, and he has invited them to co-host for a sponsorship fee. This approach will help keep costs and entry fees low, which helps ensure good attendance. Any profits or losses will be split 50/50.</li> <li>• Next year Herrera would like to add the San Diego press club as a third co-host.</li> <li>• Todd Gloria, an LGBT and mixed ethnicity public figure, has been invited to give welcoming remarks. He is passionate about diversity.</li> <li>• Corsey suggested an invitation be extended to all major elected officials to ensure they are included, and that this should clarify all attendees or representatives must register.</li> <li>• The agenda will be very light otherwise.</li> <li>• March 10 event - good response, most all the partners are coming back</li> </ul>	<ul style="list-style-type: none"> <li>• Herrera to continue planning the diversity mixer with his committee and keep the board posted on any AMA partnership.</li> </ul>	Hezekiah Herrera, APR
APR Committee	<ul style="list-style-type: none"> <li>• Mike Daily, APR provided copies of his plan and has requested feedback. His strategy is to recruit, retain, reward. The plan is designed to bring in new APRs and add value to the experience of current APRs.</li> <li>• Daily noted there are two new APR+Ms.</li> <li>• Daily has made new APR promotional tent cards for all events and is planning a promotion at the Western District Conference.</li> </ul>	<ul style="list-style-type: none"> <li>• Daily to finalize plan and coordinate conference promotion</li> </ul>	Mike Daily, APR



Agenda Item	Discussion	Action	Owner
Resource Directory	<ul style="list-style-type: none"> <li>Rene Carmichael mentioned that we are starting to get the word out about the new directory re-launch. She is going to send more targeted emails to people. Several have renewed and a few people are passing on the opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>Carmichael to continue promoting the directory through targeted outreach.</li> </ul>	Rene Carmichael
New Pros	<ul style="list-style-type: none"> <li>Ann Marie Price has assembled her committee and is doubling up on a few positions. She is scheduling a transition meeting               <ul style="list-style-type: none"> <li>Kimberly Deese is the new board liaison</li> </ul> </li> <li>The next event is a New Pros "Pizza and Beer Night" on January 27 at Woodstock's Pizza in Pacific Beach.</li> </ul>	<ul style="list-style-type: none"> <li>Price to schedule transition meeting.</li> </ul>	Ann Marie Price
February Meeting	<ul style="list-style-type: none"> <li>Blake Nelson, APR requested that everyone come to the next board meeting ready to discuss revised committee plans and budgets, including any questions. The executive committee will review plans together.</li> <li>Nelson also asked everyone to assemble their volunteers and host their first committee meetings this month.</li> </ul>	<ul style="list-style-type: none"> <li>Everyone to host volunteer committee meetings and prepare for a planning and budget discussion at the next board meeting.</li> </ul>	All
Western District	<ul style="list-style-type: none"> <li>Julie Smith Taylor, APR reminded us that we need to identify a Best Project for the Western District awards. The entry fee is \$50 and the deadline is mid-February. We also need to identify a professional for the individual award.</li> </ul>	<ul style="list-style-type: none"> <li>Taylor to send an email with deadlines and criteria, and assist with submitting the award entries.</li> </ul>	Julie Smith Taylor, APR

**Activity Reports  
December 2015**

**President / Masters Roundtables**

*Activities Accomplished*

- Planned February roundtable

*Activities Planned*

- Executing February roundtable

**President-elect/Sponsorship Report**

*Activities Accomplished*

- Met with Blake to review current and past sponsors; reviewed sponsorship packets

*Activities Planned*

- Follow up with expiring sponsors; prepare 2016 packages; prepare list of potential sponsors

**Past President Report**

*Activities Accomplished*

- Worked with President to secure speaker for February Masters Program
- Promote Masters program and coordinate logistics

*Activities Planned*

- Promote Masters program and coordinate logistics

**Treasurer Report**

*Activities Accomplished*

- Transitioned with former Treasurer
- Updated account information at NICU and QuickBooks
- Balanced actuals on tracker with QuickBooks going back to 2008
- Prepared budget work papers
- Handled routine chapter payments

*Activities Planned*

- Budget
- Routine payments
- Fiscal analysis

**Secretary Report**

*Activities Accomplished*

- Set up Outlook calendar announcements
- Updated and posted new board roster
- Continued position transition tasks
- Drafted December board meeting minutes
- Executive Committee counsel
- Assisted Diversity Chair with mixer logistics
- Compile board retreat notes

*Activities Planned*

- Set up Survey Monkey format for collecting board reports
- Draft January board meeting minutes
- Collect and format committee activity reports

**Accreditation Report**

*Activities Accomplished*

- 2 New APRs in December
  - Eric Flanagan (+M) and Craig Balben
- APR Program Strategy and Campaign Plan
- APR Website Content Review and Update
- Website APR Online Course Promotion.

*Activities Planned*

- January - 2 New APR+M's
  - Richard David Hecht (Coronado) and Rachel L. Nolan (San Marcos)
- Online Program Promotion
- APR Maintenance Reminder
- APR Newsletter article regarding the Online Training Program
- APR Website Content Review and Update
- APR Committee Budget Review and Submission for CY 2016
- Liaison with Western District regarding APR Program planning for WDC

**Bernays Awards Report**

*Activities Accomplished*

- Met with Melissa and Brooke for our Bernays transition meeting

*Activities Planned*

- Submitted Bernays overview to Blake (1/13/16)
- Review and finalize 2016 Bernays budget
- Identify volunteers
- Start collecting and researching ideas for new venues to accommodate A/V capabilities

**Communication Report**

*Activities Accomplished*

- Drafted e-blast content on a weekly basis

*Activities Planned*

- Transition to new committee leads

**Diversity Report**

*Activities Accomplished*

- Diversity Committee Meeting Schedule for 2016
- Interview with PRSA Tactics
- San Diego Diversity Mixer - Planning/Partner Outreach

*Activities Planned*

- Paradigm Shift Column
- Budget
- PREP (Early Outreach Program) Evaluation and Planning
- San Diego Diversity Mixer

**Ethics Report**

*No report submitted.*

**Membership/ Education/Holiday Party Report (includes New Pros)**

*Activities Accomplished*

- Attended a transition meeting with Nikki Jimenez
- Selected new members for the 2016 New Pros Committee
- Notified all members of the 2016 New Pros Committee that they have been selected

*Activities Planned*

- Schedule and attend 2016 New Pros Committee transition meeting
- Assist the 2016 New Pros Committee in planning and scheduling their first event
- Outreach to local professionals and firms to secure volunteers from upcoming PRSA SD/IC events and activities, including Bernays, summer social, etc.
- Secure venue, date and time for first membership breakfast in March

**Professional Development Report**

*Activities Accomplished*

- Executed November Lunch 'n' Learn: Research in Communications - Getting Results that Matter
  - Presenter: John Nienstedt of Competitive Edge Research & Communication; venue: MyOffice and webinar via AnyMeeting; registered attendees: 25

- Planned January Mixer at Brooklyn Girl in Mission Hills on Thursday, January 14 (New Year special - \$6 registration for first 16 people to register before January 1 )

*Activities Planned*

- Searching for venue and planning February event; PRSA Chair Mark McClennan to present during an evening event on February 24

**Quality Time Report**

*Activities Accomplished*

- Reviewed materials from last August's events
- Interviewed key players and outlined a best practices / recommendations for next year document.

*Activities Planned*

- Create a 2016 budget and formal plan to Executive Team in January

**Summer Social / Holiday Party Report**

*Activities Accomplished*

- First meeting list of venues for consideration (researching now)
- Committee goals established

*Activities Planned*

- Pick venue
- Silent auction letter
- Sponsorship letter
- Volunteer roles and responsibilities defined

**Western District Report**

*Activities Accomplished*

- Participated in final call for 2015. Provided a report of current events and activities of our chapter.

*Activities Planned*

- Assist in promoting upcoming 2016 Western District Conference to be held in Huntington Beach, CA April 21 – 23.
  - Early Bird pricing is \$325 for PRSA members before March 1.
- Continued participation in monthly calls.
- Ensure chapter submits entries to the Platinum Awards – Best of the West and PR Person of the Year.

**Chapter Manager Report**





*Activities Accomplished*

- December holiday party - registration support, prepped name badges, checked in guests
- Website updates/e-blasts
- Helped get QuickBooks access back for chapter

*Activities Planned*

- Support for January meeting
- Website updates
- Resource Directory launch
- Budget for upcoming year
- Archiving 2015 information

###