

<b>Call to Order: 8:07 a.m.</b> <b>Adjournment: 9:17 a.m.</b>	<b>Led By:</b> President Melissa Cameron <b>Secretary:</b> Brianne Mundy Page
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<p><b>In Attendance (15):</b> Melissa Cameron; Hope Reilly; Lauren Fimbress Wood; Julie Smith-Taylor, APR; Sarah Lemons; Jenny Corsey, APR; Blake Nelson, APR; Michael Daily, APR; Craig Balben, APR; Bill Gay, APR, Fellow PRSA; Nikki Jimenez; Danielle Johnson Hoffpauir; Ann Marie Price; Katie Nieri;</p> <p><b>Absent (6):</b> Rene Carmichael; Maria McGregor; Brianne Mundy Page; Krystin Williamson; Elizabeth A. Pecs, APR, Fellow PRSA</p> <p><b>Guests:</b> Graciella Regua, president of SDSU</p>
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Agenda Item	Discussion	Action	Owner
Minutes Approval	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Jenny Motioned</li> <li>Craig seconded</li> <li>Passed, no opposition or abstains</li> </ul>	Jenny
Committee Plan Overviews	<ul style="list-style-type: none"> <li>The Professional Development, Summer Social, Bernays, Communications and APR committee chairs provided an overview of their plans, and the board discussed recommendations</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required</li> </ul>	All
Budget Discussion	<ul style="list-style-type: none"> <li>The board reviewed the most recent budget and what needs to be done to balance it. For Bernays, the sponsorship cost has been set at \$6,000, and the committee will need significant support to meet this number. Board members were encouraged to look at their organizations, vendors and clients to send recommendations for Bernays and other sponsorships. To cover the online entry, increases to ticket prices and entry fees were discussed at \$5 each. A percentage fee was also discussed. The committee will determine how to best do this. When the last increases were done needs to be determined from Rene. A message about the increase and why will go out from Melissa. To increase job board revenue, an extra fee for social promotion was discussed, having either an add-on or two rates. It needs to be discussed with Rene. The Diversity Committee was encouraged to find a sponsor for the mixer to cover speaker costs. The accounting budget was reduced by \$500. The sponsorship goal was increased to \$11,000. Approval of the budget will be done by an email vote in the first week of February, once balanced.</li> </ul>	<ul style="list-style-type: none"> <li>Approval of budget to occur via email in February</li> </ul>	Bill
Professional Development Update – Jan. 24 Mixer & Feb. 10 Michael Smart Workshop	<ul style="list-style-type: none"> <li>Board members were urged to sign up for Mixer and Michael Smart and to push out those events. Recommendations/contacts for potential Michael Smart sponsors are needed.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required</li> </ul>	Hope & Lauren



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SDSU PRSSA Update	<ul style="list-style-type: none"> <li>Graciella gave an update on the PRSSA regional conference, which they are planning. It will be held April 8-9, and there may be speaking opportunities for agencies and organizations. More details will be coming as the planning continues.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Graciella

**Activity Reports  
December 2016**

**President / Masters Roundtables**

*No report submitted*

**President-elect/Sponsorship Report**

*Activities Accomplished*

- Transitioned responsibilities to Jenny Corsey, new president-elect

*Activities Planned*

- Work on 2017 sponsorship plan and budget
- Develop sponsor target list
- Continue sponsorship transition with Melissa Cameron
- Work with Bernays leaders on sponsorship strategy

**Past President Report**

*No report submitted*

**Treasurer Report**

*No report submitted*

**Secretary Report**

*Activities Accomplished*

- Drafted December meeting minutes
- Collected and formatted November activity reports

- Executive committee counsel
- Conducted transition meeting with Brianne Mundy Page, new board secretary

*Activities Planned*

- Draft January meeting minutes
- Collect and format December activity reports
- Finalize new board roster

**Accreditation Report**

*Activities Accomplished*

- Sent invitation to all APR's/APR+M's to participate in APR Spring 2017 On Line Facilitation(19 Dec)
- Prepared draft budget
- Conducted Individual APR Mentoring

*Activities Planned*

- Update APR 2017 calendar items/information on PRSA website (See planning documents)
- Begin APR Exhibit planning for Western District Conference
- Communicated APR On line training Announcement-Spring Session
- Participated as APR Online Program Facilitator
- Renew APR Sponsorships
- Write APR related professional article
- Update APR 2017 Campaign Plan and submit to the Board

**Bernays Awards Report**

*Activities Accomplished*

- Facilitated award re-order delivery
- Reconciled budget
- Analyzed survey
- Honored volunteers at chapter breakfast
- Reviewed online awards submission and judging platform
- Updated volunteer needs on the website

*Activities Planned*

- Develop 2017 Bernays Awards plan
- Develop 2017 Bernays Awards budget
- Identify volunteer needs and begin solicitation

## **Communication Report**

### *Activities Accomplished*

- Established eblast content on a weekly basis, which included information related to the following:
  - Member & Volunteer Appreciation Holiday Breakfast, Bernays Awards survey, Michael Smart Workshop, cool tool: LSI Graph / LSI Keyword Generator, and chapter/member news
  - 12/7/16 eblast promoting Member & Volunteer Appreciation Holiday Breakfast had the highest open rate with 22.5% (253 opens) o Michael Smart Workshop was the link clicked on most from one eblast with 44 clicks
- Held meeting with Craig Balben to transition over eblast responsibilities and discuss plan for 2017 year
- Social media
  - Posted Chapter programming including Member & Volunteer Appreciation Holiday Breakfast, Michael Smart workshop, journalist spotlight on Will Bowen of La Jolla Light, PRSA national membership promotion, Bernays award reorder information, and more
  - Shared trending / viral PR stories, and relevant continued learning stories
  - Facebook fans - 1,249 (increase of 5) o Twitter fans – 4,856 (increase of 4)

### *Activities Planned*

- Introductory/year kick-off blog post by new chapter president Melissa Cameron
- Member features on New Pro of the Year Lidiya Kravchuk, Southwest Strategies
- 2017 PR plan and strategy for communications efforts

## **Diversity Report**

*No report submitted*

## **Ethics Report**

*No report submitted.*

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

### *Activities Accomplished*

- Ongoing Holiday planning, coordination and outreach
- Selected the members of the 2017 New Pros Committee and sent the list to Melissa Cameron and Blake Nelson for review, and final approval
- Attended the Holiday Breakfast on Friday, Dec. 9, 2016
- Ongoing correspondence with members, new members and potential members
- Ongoing correspondence and coordination with the 2016, and 2017 New Pros Committees to confirm availability for a transition meeting
- Confirmed the 2017 New Pros Committee transition meeting for Thursday, Jan. 5, 2017
- Correspondence and call with Maria McGregor for a transition meeting for the 2017 Membership and Volunteer Chair position
- Corresponded with the PRSSA chapter at the University of Delaware regarding a diversity panel they would like to hold in Spring 2017 and provided them tips, and advice per their request

- Corresponded with Maria regarding the Membership Committee budget for next year, 2017
- Corresponded with Bill Gay regarding the Diversity Committee budget for next year, 2017
- Corresponded with Melissa regarding PRSA National Diversity & Inclusion Committee Membership
- Corresponded with Rene Carmichael regarding the Diversity Committee pages on the chapter website
- Corresponded and discussion with Kimberly Deese, Jenny Corsey and Rene regarding the annual scorecard for 2016 events for the New Pros Committee and Membership Committee

*Activities Planned*

- Attend and help manage the 2017 News Pros Committee transition meeting on Jan. 5
- Finalize the Diversity Committee plan and submit it to Melissa Cameron by the Jan. 10 deadline
- Attend the first PRSA SD/IC board meeting of 2017
- Correspondence and discussion with the Diversity Committee to reaffirm positions, and brainstorm for the New Year
- Coordination and planning for the Diversity Mixer in March 2017
- Additional correspondence and assistance to Maria for the Membership and Volunteer Chair position as needed
- Ongoing correspondence with other board members as needed

**Professional Development Report**

*Activities Accomplished*

- Opened registration and began promoting Feb. 10 Michael Smart workshop
- Contacted multiple venues to host Michael Smart workshop
- Explored venues for January mixer
- Conducted a wrap up/ transition meeting with Brianne Mundy Page to get additional committee questions answered and review history
- Discussed ideas for potential topics after Michael Smart. Topics included: working with Hispanic media; national media in San Diego; San Diego sports communicators; Q&A with New York Times west coast business chief; social media and PR

*Activities Planned*

- Securing venue and open registration for January mixer
- Secure venue for Feb. 10 Michael Smart workshop and continue promoting in San Diego, and expand outreach to OC, LA and Riverside County
- Finalize 2017 PD budget
- Finalize 2017 Committee Plan
- Onboard volunteers

**Quality Time Report**

*No report submitted*

**Summer Social / Holiday Party Report**

*No report submitted*

**Western District Report**

*No report submitted*

**Chapter Manager Report**

*No report submitted*

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