

Call to Order: 8:10 a.m. Adjournment: 9:33 a.m.	Led By: President Melissa Cameron Secretary: Brianne Mundy Page
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In Attendance (16): Melissa Cameron; Hope Reilly; Craig Balben, APR; Michael Daily, APR; Maria McGregor; Nikki Jimenez; Sarah Lemons; Ann Marie Price; Lauren Fimbres Wood; Julie Smith-Taylor, APR; Jenny Corsey, APR; Bill Gay, APR, Fellow PRSA; Danielle Johnson Hoffpaur; Katie Nieri; Rene Carmichael; Brianne Mundy Page

Absent (2): Krystin Williamson; Blake Nelson, APR

Guests: Graciella Regua, president of SDSU, Mikayla Duchene, Cassandra K.; Rizalyn Vargas, New Pros

Agenda Item	Discussion	Action	Owner
Minutes Approval	<ul style="list-style-type: none"> No discussion 	<ul style="list-style-type: none"> Brianne Motioned Michael Daily seconded Passed 0 Opposed 0 Abstained 	Brianne
Budget discussion and final approvals	<ul style="list-style-type: none"> Melissa: In the black by \$993.43, thanks to cuts and adjustments made by committees. Eliminated duplication in accounting. Bernays made changes with costs – such as printing, which is to be handled by chapter printing sponsor. No diversity luncheon/paid speaker in September. Bill: Increased rates on chapter job board, increase will now include promotion on social media and in weekly eblasts Melissa: If you are expecting an expense of more than \$500, please send info to exec committee for review and coordination with Bill and Rene for payment. If you're expecting a bill or payment to come in, notify exec. Committee. 	<ul style="list-style-type: none"> Michael Daily Motioned Sarah Lemons Seconded Passed 0 Opposed 0 Abstained 	Bill Gay, APR, Fellow PRSA
SDSU financial support	<ul style="list-style-type: none"> \$3,500 discussed, \$1,100 for national PRSSA conference Melissa: Bey-Ling wants to ensure our continued commitment to supporting student travel to the national PRSSA conference, and the graduation gala. Support for the regional conference is a lesser priority. Melissa: Board will explore ways to help students fundraise, including adding an option for chapter members to donate to PRSSA to event registration pages Craig: Volunteered to head up committee to focus on making and strengthen connections with student organizations at area universities and colleges. Julie will assist. Any others interested, email Craig. Melissa: keep Maria in the loop for membership Brianne motioned for approval to support SDSU PRSSA in the amount of \$3,500, with 	<ul style="list-style-type: none"> Brianne Page motioned Craig Balben, APR approved. Passed 0 Opposed 0 Abstained 	Exec committee



Agenda Item	Discussion	Action	Owner
	\$1,100 for the regional conference. Craig seconded.		
Committee Updates	<ul style="list-style-type: none"> • APR – info booth at WD conference in Riverside • Diversity – working with AMA on diversity mixer, to include educational component, IABC has joined as 3rd host; Gordon Biersch is venue again; possible dates, 4/20, 4/27, 5/4 • Summer Social – moving forward with Birch Aquarium for location; event to be in July or August • Bernays – soliciting silent auction items; narrowing down venues; exploring 25th anniversary themes and ideas • Brienne – send tentative and confirmed event dates to me. Will compile in a chapter planning/outlook calendar and send link for view by all board members. 	<ul style="list-style-type: none"> • No formal action required or taken 	Various committee co-chairs
Membership Survey	<ul style="list-style-type: none"> • Maria to coordinate • Send questions to Maria 	<ul style="list-style-type: none"> • No formal action required or taken 	Maria
Volunteers	<ul style="list-style-type: none"> • Submit volunteer descriptions to Maria • Will recruit volunteers through communications channels 	<ul style="list-style-type: none"> • No formal action required or taken 	Maria
SDSU PRSSA Update	<ul style="list-style-type: none"> • Looking for ways to collaborate with PRSA on national PRSSA conference to be held in San Diego April 8-9 • Conference website and Eventbrite are live 	<ul style="list-style-type: none"> • No formal action required or taken 	Graciella Regua Melissa
New Pros Update	<ul style="list-style-type: none"> • Two meetings so far • January networking event had 16 attendees • To coordinate with new student group subcommittee • Next event: Feb. 23, tour of SDBJ • Possible tour of SD Reader in future • Mentor/mentee recruitment beginning 	<ul style="list-style-type: none"> • No formal action required or taken 	Rizalyn Vargas, New Pros

President / Masters Roundtables

No report submitted

President-elect/Sponsorship Report

Activities Accomplished

- Worked with Melissa Cameron on sponsorship transition details
- Updated 2017 sponsorship tracker
- Held pitch call with Meltwater for annual sponsorship
- Conducted follow up with SDG&E for sponsorship renewal
- Held strategy call with Bernays chairs to discuss sponsorships
- Formed sponsorship leadership committee with key income drivers on board
- Participated on monthly executive committee and Western District calls and provided input/counsel

Activities Planned

- Lock down Meltwater sponsorship
- Contribute sponsorship-related questions for member survey
- Check in with all sponsors by phone
- Finalize tracker updates
- Cold call new sponsor targets
- Collaborate with sponsorship leadership committee on targets
- Work with Melissa on finalizing new sponsorship package PDF and update website

Past President Report

Activities Accomplished

- Planned Masters Roundtable with Michael Smart

Activities Planned

- Exploring topics for next quarter's masters roundtable

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

- Drafted January meeting minutes
- Collected and formatted December activity reports
- Executive committee counsel

Activities Planned

- Draft February meeting minutes
- Collect and format January activity reports
- Executive committee counsel

Accreditation Report

Activities Accomplished

- Begin APR Exhibit planning for Western District Conference
- Prepared and Presented 2017 Campaign Plan to PRSA Board
- Supported Individual APR Mentoring-Jessica Ippolito
- Update APR 2017 calendar items/information on PRSA website (See planning documents)
- Begin planning and coordination of May 2017 PR Boot Camp with SDSU and Dr. Sha

Activities Planned

- District APR Winter/Spring APR Training Cycle (17-1)
- Assist in APR+M Panel Presentation Coordination for one individual
- Notify Chapter APRss of Teaching Opportunity: APR Instructor Support for Certificate Study Session Course on Feb. 25 at SDSU
- Preparation for APR exhibit at Western District Conference

Bernays Awards Report

Activities Accomplished

- Bernays Awards PR plan developed
- Finalized budge
- Venue search started
- Sponsorship call with board leadership
- Paid downpayment for OmniContest platform
- Confirmed national judging partner

Activities Planned

- Venue confirmation
- Volunteer committee solidified
- Designer vendor confirmed

- AV vendor confirmed
- OmniContest platform review and development started
- Begin updating call for entries document
- Begin sponsor package development

Communication Report

Activities Accomplished

- Four e-blasts were sent as follows:
 - Jan. 9: 1/24 mixer promo, Michael Smart workshop, passing away of Bill Trumpfheller, call for blog content
 - Jan. 18: 1/24 mixer early bird rate, 1/31 new pros event promo
 - Jan. 19: President's message -Jan. 25: Michael Smart workshop promo, 1/31 new pros event promo, Citizens Water Academy promo, call for blog content
- Reviewed four blog posts from (W)right On Communications and one blog post from Oster & Associates and began discussions about blog post calendar

Activities Planned

- Weekly eblasts and revise communications questions for member survey per feedback from Danielle

Diversity Report

No report submitted

Ethics Report

No report submitted.

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

Activities Accomplished (New Pros)

- Organized a kick-off meeting
- Replaced a committee member who resigned.
- Planned and produced a mixer at The Local downtown -- 16 New Pros attended. Results include \$142.83 in revenue, \$107.58 in expenses.
- Sent individual emails to New Pro members inviting them to attend.
- Posted communications to social channels, the website and the e-newsletter.
- Reviewed the New Pros webpage and provided edits.

Activities Planned (New Pros)

- Planning a tour event at the San Diego Business Journal
- Posted first round of communications to promote registration

Activities Accomplished (Membership)

- Responded to several membership-related and volunteer inquiries via email
- Created a new board-to-member list.
- Downloaded membership data from national website to analyze.
- Downloaded promotions from national website.
- Drafting key talking points in relation to Membership benefits.
- Enlisted a volunteer to assist with New Member Quarterly Breakfast communications.
- Secured quarterly breakfast dates and corresponded with Corner Bakery.

Activities Planned (Membership)

- Receive confirmation from Corner Bakery for quarterly breakfasts.
- Draft communications materials.
- Complete membership benefit talking points.
- Begin on membership Q&A.
- Administer survey to dropped members only.

Professional Development Report

Activities Accomplished

- Mixer
 - Confirmed date and location for mixer
 - Selected menu and negotiated drink specials
 - Uploaded mixer details to Eventbrite
 - Developed list of north county non-member PR professionals and agencies and conducted outreach to invite them to mixer
 - Drafted social content for communications team
 - Created photo props and post-it board booth for event
 - Developed Michael Smart one-sheet to share at mixer
 - Confirmed mixer event details with Rick Griffin
 - Drafted board to member outreach email
 - Attended mixer on 1/24
- Michael Smart event
 - Sent inquiries to additional venues for Michael Smart event
 - Conducted site visits at Handlery Hotel and USD
 - Reviewed menus and pricing options with both locations
 - Drafted social content for communications team

- Confirmed location with USD
- Assisted Blake with coordination of Master's Lunch
- Communication with Michael Smart to confirm his tech needs
- Sponsor outreach

- General
 - Finalized budgets
 - Finalized Professional Development Committee plan for 2017
 - Conducted committee meeting on 1/30 with committee volunteers

Activities Planned

- Proactive outreach to members and non-members for Michael Smart event
- Final coordination of Michael Smart event
- Planning for May professional development event
- Continual build out of San Diego venues list
- Research into webinar options

Quality Time Report

Activities Accomplished

- No activities in month of January

Activities Planned

- Speak with Parker Pike to discuss how PRSA can participate in an upcoming panel of communications pros geared to the needs of area non-profits. The event is set for May and I plan to write a proposal to present to the Executive Team of our Chapter as to how involved we want to get in this opportunity.

Summer Social / Holiday Party Report

Activities Accomplished

- Brainstormed potential Summer Social ideas
- Evaluated feedback from past SS events and board members
- Reviewed SS numbers and attendees from Eventbrite
- Reached out to and collected initial budget numbers from multiple venues for educational/social option
- Reached out to and collected initial budget numbers from Tijuana contacts for Tijuana educational/social option

Activities Planned

- Final SS option – SD or TJ venue
- Finalize budget based on decision
- Write CTA for volunteer opportunities with SS committee for website
- Recruit volunteers

- Create list of potential sponsors and sponsorship opps
- Negotiate pricing with venue

Western District Report

No report submitted

Chapter Manager Report

No report submitted

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