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| Call to Order: 8:06 a.m. Adjournment: 9:08 a.m. | Led By: President Melissa Cameron Secretary: Brianne Mundy Page |
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| <p>In Attendance (15): Melissa Cameron; Hope Reilly; Craig Balben, APR; Michael Daily, APR; Nikki Jimenez; Sarah Lemons; Ann Marie Price; Lauren Fimbres Wood; Julie Smith-Taylor, APR; Jenny Corsey, APR; Bill Gay, APR, Fellow PRSA; Katie Nieri; Rene Carmichael; Brianne Mundy Page; Blake Nelson, APR</p> <p>Absent (3): Krystin Williamson; Maria McGregor; Danielle Johnson Hoffpauir</p> <p>Guests: Graciella Regua, president of SDSU</p> |
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| Agenda Item | Discussion | Action | Owner |
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| 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 |
| Western District Conference Recap | <ul style="list-style-type: none"> 150+ attendees, organizers met goal San Diego well-represented as presenters and attendees \$125 coming to the chapter as part of new revenue sharing program that is based on attendance 2018 WD conference is in Denver Notable speakers/presenters: Ryan Holiday, Trust Me, I'm Lying; Jim Lin – Ketchum Digital, What's wrong With Your Influencer Program; Why Cause Marketing (Still) Matters, Megan Castilla & Scott Pansky Mike: WD established APR exhibit booth. SD was pointed out as a flagship program. WD created template for chapters who host future WD conferences. Melissa: Our own Bill Gay, APR received the Platinum Service Award | <ul style="list-style-type: none"> No formal action required or taken | Julie Smith-Taylor, APR |
| Committee Updates – Diversity Mixer | <ul style="list-style-type: none"> Date is 4/20 at Gordon Biersch in Mission Valley Working with AMA for raffle and securing sponsors Working out details of revenue sharing IABC is promoting to members, not taking part in revenue sharing Working to identify the key media people/speakers who will be there Rene: Can sign up as a community partner, then you can pick which organization you're with Melissa: Please modify so we can track how people are hearing about it – whether through us, AMA or IABC | <ul style="list-style-type: none"> No formal action required or taken | Ann Marie Price |



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| Committee Updates – Summer Social | <ul style="list-style-type: none"> • Birch Aquarium is the location, date TBD in July or early August – Brienne: reminder to check new chapter outlook/planning calendar and to notify her of any dates to hold for events to help other committees plan their events • Will be a private, all-access event. The whole aquarium and all of the exhibits will be open to attendees to explore. • Melissa – send out save-the-dates as soon as we’ve locked down a date • Working on a 20-30 minute panel, the topic will be the role of communications in science. A couple of the speakers will be from the aquarium/Scripps, would like to involve an agency that works in science communications • Catering – we may be able to supply our own and therefore bring in our own alcohol, but they are currently working to get their liquor license. If that happens before our event, we’ll have to go through them. • Doing a cost analysis to look at which is more cost effective - having fewer than 100 attendees or more than 100 attendees | <ul style="list-style-type: none"> • No formal action required or taken | Katie Nieri/Nikki Jimenez |
| Committee Updates – Bernays | <ul style="list-style-type: none"> • Oct. 12 at The Dana on Mission Bay, 5:30 p.m. cocktails, 7 p.m. program • Significantly under budget • Large ballroom space fits 400 • Free parking, can bring in own wine, working on a wine sponsor • Working with Rene to secure deposit • 25th Anniversary logo is in the works thanks to Melissa and Southwest Strategies. Will use it for the event page and to start promoting sponsorships • Call for entries design is in the works – call will go out on May 1 • Melissa: Need to start promoting call for entries in April • Gathering photos from past 25 years – please share with Sarah and/or Krystin if you have any. SWS has 2003 photos when it was at The Omni. • Melissa – Idea – produce videos of past winners to use in promotion for calls for entries. Can also reuse/repurpose past videos and national videos on tips for submitting entries and for Silver Anvils. Perhaps we can do a webinar on “How to submit an entry for a Bernays Award” • Lauren – maybe do a FB live Q&A? • Mel – love it. Talk to some past judges within our chapter and some people who have entered in the past. One thing they can talk about is what they got from submitting. Special awards panel may be willing to take part in a video to promote special awards. • Rene – website has all 25 years of awards winners and is an accurate history of the awards. • Hope – maybe do a “Where are they now?” • Nikki – I like to think the award I won as a New Pro helped my career and is, in part, how | <ul style="list-style-type: none"> • No formal action required or taken | Sarah Lemons |



| Agenda Item | Discussion | Action | Owner |
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| Committee Updates – Bernays | <p>I got to where I am today.</p> <ul style="list-style-type: none"> • May event will be on measurement, would like to focus on trends, analytics and how to streamline your process. Would like to invite the vendors we all hear from all the time, focusing on the education component rather than sales. • Call for speakers – if you have any ideas, please send them our way or put us in touch with them <ul style="list-style-type: none"> • - Mike – Cr. Christopher Paul from the Rand Corporation, may ask for a stipend • - Brianne – Brent Diggins, presenter on measurement last year • - Bill – John Nienstedt from Competitive Edge, Brianne: can contact can contact Gayle Falkenthal, if interested. • Mike: Do we have a measurement month? Is it worth establishing that May become measurement month for advance planning purposes? For example, each year since we established April as APR month, it's gotten better. • Hope – compelling idea. We feel the same way about Ethics Month in September. For September, we're planning the topic to be Crisis in Ethics – What you need to know before you know it. We're looking at someone from LA who does a lot of focus on crisis. We'd also like to engage firms that have fallen off – may be an opportunity to engage their principles. Need other ideas. • Bill – is there a way to tie in the fake news issue? • Hope – How are we qualifying/measuring/differentiating placement in the various publications? How do you balance qualitative vs. quantitative? • Hope: November, we're looking at social media marketing with a sports theme – working with the Padres, Gulls and Sokkers. Seeking venues in our price point. • Lauren – our volunteer is updating our venue list based on past exploration • Katie – check out the new Quartyard, and 211 San Diego is open to community groups and the first event is free and may be good for smaller lunch and learn type events • Mike – Might be a good time to explore a closer relationship with the Broom Center. Professional Development is a good fit for that center. • Melissa – we can discuss with Bey Ling when she comes in April or May to talk about Advisory Board and how we can work together, possibly a PRSA board member serving on their Advisory Board | <ul style="list-style-type: none"> • No formal action required or taken | Hope Reilly and Lauren Fimbres Wood |
| Sponsorship Update | <ul style="list-style-type: none"> • Nothing to report, will have more next month. | <ul style="list-style-type: none"> • No formal action required or taken | Jenny Corsey |
| Outreach with Universities | <ul style="list-style-type: none"> • Nothing to report, will have more next month | <ul style="list-style-type: none"> • No formal action required or taken | Craig Balben |



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| SDSU PRSSA Update | <ul style="list-style-type: none"> • Our conference networking night will be at Barra Barra Salon on 4/8, 5-7 p.m., \$15. Invitations going out to board via email. • Call for sponsors for conference – can put you in touch with conference planners if interested • Link to conference and Eventbrite registration page is at prssasdsu.com and on our social media channels | <ul style="list-style-type: none"> • No formal action required or taken | Graciella Regua |

**Activity Reports
February 2017**

President

No report submitted

President-elect/Sponsorship Report

Activities Accomplished

- Pursued gold sponsorship with Meltwater target
- Updated sponsorship tracker
- Conducted prospect call with SDG&E
- Provided executive committee counsel and attended meeting
- Attended Western District meeting
- Assisted Riverside chapter with identifying speaker replacement for Western District Conference

Activities Planned

- Finalize Meltwater sponsorship
- Send new proposals to sponsor targets
- Follow up with current sponsors up for renewal

Past President Report / Masters Roundtable

Activities Accomplished

- Held Masters Roundtable with Michael Smart

Activities Planned

- Researching topics and discussion leaders for May program

Treasurer Report

Activities Accomplished

- Developed the final 2017 budget
- Paid bills

Activities Planned

- Produce quarterly financial report to disseminate in April
- Pay bills
- Put material together for annual tax return

Secretary Report

Activities Accomplished

- Drafted February board meeting minutes
- Collected and formatted January activity reports
- Executive Committee counsel
- Created chapter outlook/planning calendar

Activities Planned

- Draft March board meeting minutes
- Collect and format February activity reports
- Executive Committee counsel
- Update and maintain chapter outlook/planning calendar

Accreditation Report

Activities Accomplished

- Distribute APR Winter/Spring APR Training Cycle (17-1)
- Assist in APR+M Panel Presentation Coordination for one individual
- Notify Chapter APR's of Teaching Opportunity: APR Instructor Support for Certificate Study Session Course on Feb. 25 at SDSU
- Preparation for APR exhibit at Western District Conference
- Ordered 250 APR Marketing brochures

Activities Planned

- Participate in APR Information Exhibit at Western District Conference
- Distribute Information sheet regarding new Panel Presentations
- Conduct discussions with APR+M National Chair regarding APR/APR+M Exhibit possibilities at PRSA PAG Conference-Dallas TX, June 2017

Bernays Awards Report

Activities Accomplished

- Venue confirmation
- Volunteer committee solidified
- Design vendor confirmed
- OmniContest platform review and development started
- Began updating call for entries document
- Began sponsor package development

Activities Planned

- AV vendor confirmed
- Continue updating call for entries document
- Begin student call for entries updates
- Continue sponsor package development
- Continue assembling volunteer committee
- Start PRSA web page teaser
- Begin 25th anniversary logo development
- Make down payment for venue

Communications Report

Activities Accomplished

- E-blast content – Distributed three e-blasts, which included information related to the following: Michael Smart workshop, Western District conference, and the Healthcare Communicators headshot promo. Feb. 21 e-blast promoting the Western District conference had the highest open rate at 29.6% (248 opens) Healthcare Communicators headshot promo was the link clicked most from one e-blast with 20 clicks
- Social media – Posted Chapter programming including the Michael Smart workshop, Western District Conference, PRSA national promotions, and more; Live tweeted during Michael Smart workshop; Shared trending / viral PR stories, and relevant continued learning stories; Facebook fans - 1,269 (increase of 9) Twitter fans – 4,924 (increase of 35)
- Blog – Shared going solo blog post by Gayle Lynn Falkenthal, APR, Fellow
- Reached out to members and journalists for spotlight features

Activities Planned

- Social media content calendar for upcoming events and initiatives
- Update blog post calendar
- Coordinate communication questions for member survey

Diversity Report

No report submitted

Ethics Report

No report submitted.

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

No report submitted.

Professional Development Report

Activities Accomplished

- Michael Smart event
 - Finalized all event logistics with Michael, venue, etc.
 - Coordinated outreach to other chapters, SD PR firms, and nonprofits to promote event
 - Drafted promotional content for communications team
 - Assisted Blake with coordination of Master's Lunch
 - Outreach to potential sponsors
 - Communicated final info and instructions to attendees
 - Day of preparations and on-site support
 - Coordinated event follow-up

Activities Planned

- Planning for May professional development event and other events for the year
- Continual build out of San Diego venues list
- Research into webinar options

Quality Time Report

Activities Accomplished

- Spoke to Parker Pike about a community wide event being planned for April that includes a panel of local Communications Professionals speaking to members of the San Diego Non-Profit Association.
- Identified the Schaetzel Center as our 2017 venue location for Quality Time in August

Activities Planned

- Forward a formal proposal regarding the April event to Melissa Cameron to share with the Executive Committee for review and consideration
- Reach out to the Schaetzel Center at Scripps Memorial Hospital in La Jolla to inquire about dates of availability in mid to late August for our annual Quality Time Event.

- Research potential conflicts with other events.

Summer Social / Holiday Party Report

No report submitted.

Western District Report

Activities Accomplished

- Participated in the monthly WD call.
- Provided a report on our Chapter's activities
- Ensured the Platinum Award submissions were received and descriptive copy written by Jan Howard on the review committee was accurate.

Activities Planned

- Obtain items to hand out at in-person meeting at the WDC on behalf of our Chapter.
- Attend WDC representing our Chapter at the in-person meeting March 2.
- Accept the Platinum Service Award on behalf of Bill Gay who won this year.
- Write a summary blog post for our Chapter about the WDC.

Chapter Manager Report

No report submitted

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