

Call to Order: 8:07 a.m. Adjournment: 9:10 a.m.	Led By: President Melissa Cameron Secretary: Brianne Mundy Page
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<p>In Attendance (14): Melissa Cameron; Hope Reilly; Craig Balben, APR; Nikki Jimenez; Sarah Lemons; Ann Marie Price; Lauren Fimbres Wood; Julie Smith-Taylor, APR; Jenny Corsey, APR; Bill Gay, APR, Fellow PRSA; Brianne Mundy Page; Blake Nelson, APR; Maria McGregor; Danielle Johnson Hoffpauir</p> <p>Absent (4): Krystin Williamson; Michael Daily, APR; Katie Nieri; Rene Carmichael;</p> <p>Guests: Graciella Regua, president of SDSU</p>
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Agenda Item	Discussion	Action	Owner
Call to Order/Announcements	<ul style="list-style-type: none"> • May's meeting will again be held at 2-1-1 San Diego. Beginning in June, meetings for the rest of the year will be at Allison & Partners in Liberty Station 	<ul style="list-style-type: none"> • No formal action 	Melissa Cameron
2-1-1 Tour	<ul style="list-style-type: none"> • Delayed to May 	<ul style="list-style-type: none"> • No formal action 	Melissa Cameron
Approval of March meeting minutes	<ul style="list-style-type: none"> • No discussion 	<ul style="list-style-type: none"> • Brianne Mundy Page Motioned • Jenny Corsey seconded • Motion Passes • 0 Opposed • 0 Abstained 	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> • Have had a lot of heavy expenses, not as much incoming coming in this first three weeks of the quarter. It probably won't be as positive as hopefully it will look later on this year. We had a \$3,500 check to SDSU, along with down payments for Bernays and Summer Social. 	<ul style="list-style-type: none"> • No formal action required or taken 	Bill Gay, APR, Fellow PRSA
FourSight Workshop	<ul style="list-style-type: none"> • Melissa - Julie had been working with San Diego Foundation to see if we could expand what we're doing with Quality Time. The Nonprofit Association has come up with a workshop - AMA, PRSA, SDX, SD Direct - each association has an hour to have someone speak/present. Inviting all members of the Nonprofit Association and ours to attend for free. Focus: What can you present in an hour that would help nonprofits? Speaker for 20 minutes, then go into a panel discussion. Our focus is on - how do you deal with crisis, transition, change from a PR perspective. That topic sets us apart from the other associations. Focus on strategy and the broader perspective - understanding 	<ul style="list-style-type: none"> • No formal action required or taken 	Julie Smith-Taylor, Melissa Cameron



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	<p>the essentials of what we do and how it fits into an org's overall communication. Elizabeth Pecsí will present and talk about the Yorkie situation - being new to Humane Society and having to deal with worldwide attention. Looking at a panel of people who are from nonprofits. Have made some asks to a couple of people - Teresa at SD Foundation, Courtney at YMCA, - other suggestions of PR people at nonprofits?</p> <ul style="list-style-type: none"> • Jenny - Music Watson, San Diego Unified - she has worked for nonprofits before. • Lauren - Father Joe's Villages - they work with Mixte Communications for PR, they have a lot of nonprofit clients • Scatena Daniels - their work for United Way and other nonprofits • Bill - Southwest Community College - Sweetwater District - Lillian Leopold. She's a school person, but it relates to issues dealing with nonprofits. • Hope - Voice of San Diego - they're a nonprofit journalism organization • Lauren - MCSD or new Children's Museum • Craig - Balboa Park Partnership - can reach out to them and see what they think • Melissa - Rene was looking at our membership to find some options • Happening May 24th - that will be considered for our May professional development event. 		
Committee Updates	<ul style="list-style-type: none"> • Diversity – Ann Marie: Mixer is tonight. 72 tickets sold right now. Unsure if AMA got a sponsor. Melissa: Going forward, we may want to reconsider our partnership with AMA. One of the conditions of their receiving 30% of the profits is bringing in a sponsorship. In addition, only about 13 of the 70+ registrants are AMA members. In the absence of a sponsor, Ann Marie has looked at ways to cut costs. • Bernays – Sarah and Krystin: Call for entries going out May 1. Dedicated eblast will be going out. San Diego Printers is our print sponsor. Pixar is our photo booth sponsor. Velocity is a/v sponsor. Huntress Florals is centerpiece sponsor. Theme to tie in with the 25th anniversary is “Bloom Where You're Planted” – centerpieces will be palm trees with flowers for pops of color. Working to finalize the special award categories. Considerations include putting more focus on mid-level practitioners. We have a gap – most of the awards cater to new pros and senior-level practitioners. Perhaps the Deborah Baker award could be mid-level. Change its name? Also considering adding a team award. Melissa: we have a list of agencies who have not been involved, maybe this is how we could get some of them to come in. Blake: past special award winners are really reticent to change names of the awards. They want good discussion when adding new categories. They think the Deb Baker award fits for mid-level. They don't want to confuse/dilute the award. Melissa: Elizabeth is stepping down as special awards chair, we're looking for a new chair. Hope: considering an award named after Bill Trumpfheller, the NST founder. Blake: SDSU was where his heart was, perhaps we make a donation to his center at SDSU and acknowledge him at the awards. We're having a hard time getting individuals to submit as it is, adding another individual award may add to that. 	<ul style="list-style-type: none"> • No formal action required or taken 	Various



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	<p>Melissa: We need help brainstorming on who to reach out to to encourage applications.</p> <ul style="list-style-type: none"> Professional development – Lauren & Hope: Measurement event in June. Hoping to get Brent Diggins from Allison + Partners to present. We'll complement that with a Google Analytics speaker. Working to get a date locked in early to mid June. For August – Podcasts and how PR can use them. Exploring Iron Fist Brewing in Barrio Logan where Chris Cantore broadcasts from. We may need to cap registration as it's a smaller venue, but venue is free. Jenny: we should take it and put it on our website as a podcast. Hope: Two more events – September and November. We're considering business media where we invite local business to meet the media. May do the ethics of fake news in September. Need venue suggestions. Melissa: Manpower/2-1-1 could be good. Nikki: Chinese Historical Museum downtown – small fee, a/v, allow food, small kitchen. 		
New Pros Update	<ul style="list-style-type: none"> Maria: mentor program is off to a good start. 19 people at the meet and greet. Hosted a networking event in March with 20 attendees. Another event is coming in late summer/early fall. Ideas are media or agency tours. Question about new pros budget – what the policy if they make a profit. Can they use profits toward their next event? Bill/Melissa – will have to look through policies. Maria: new idea – a buddy system. A new member would be assigned to someone in their age group and then someone more senior to serve as point people for PRSA – networking buddies, being available for calls, questions, etc. Melissa: write up a description/protocol for review. 	<ul style="list-style-type: none"> No formal action required or taken 	Maria
PRSSA Update	<ul style="list-style-type: none"> Graciella – Our regional PRSSA conference was a success with attendees from UNLV, Cal-Poly, Pomona, CS Northridge and more. Thanks to Sarah from Katz – everyone loved the agency tour and got career inspiration and ideas. Thanks to Brianne, Melissa for attending networking. Thanks to Hope for her presentation at One Paseo. We really appreciate all the support from PRSA. 12 students did a PR campaign for the conference – they're presenting on May 1. They'd be happy to share it. Held elections, successor was elected, but we have another spot to fill so we aren't announcing yet. We had 63 members for the entire school year - a 14 percent increase over last year. Melissa: Conference campaign could easily be a Bernays student entry. 	<ul style="list-style-type: none"> No formal action required or taken 	Graciella
Other announcements	<ul style="list-style-type: none"> Nikki – save the date for Summer Social, July 27 at Birch Aquarium. Need auction items – looking for experiences, gift certificates, things we can bundle together for packages. Jenny – waiting for one more approval to get \$3K sponsorship with Meltwater, a brand new sponsor. Also working on renewal with PR Newswire. Melissa – Bey Ling Sha is coming next month to talk about the Glen Broom Center and possible involvement with their advisory board. 	<ul style="list-style-type: none"> No formal action required or taken 	Various

Activity Reports



March 2017

President

No report submitted.

President-elect/Sponsorship Report

Activities Accomplished

- Continued pursuit of Meltwater sponsorship
- Reached out to new/renewing sponsor targets
- Executive committee counsel and meeting

Activities Planned

- Renew sponsorships for upcoming expirations
- Work with other committees to secure additional sponsors

Past President Report / Masters Roundtable

No report submitted.

Treasurer Report

No report submitted.

Secretary Report

Activities Accomplished

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

Activities Planned

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

Accreditation Report

Activities Accomplished

- 2-3 March Conducted APR Information Exhibit at Western District Conference
- Distributed Information sheet regarding new Panel Presentations
- Conducted discussion with APR+M National Chair regarding APR/APR+M Exhibit possibilities at PRSA PAG Conference-Dallas TX, June 2017
- Distributed APR related Media Release to the Membership
- Conducted April is APR Month preparations
- 22 Mar-Participated in APR National Marketing Committee Meeting Tele-conference
- Followed up with SDGE and SDSU regarding facilities scheduling for 2017 training

Activities Planned

- Send APR Training Alert Sent to Chapter Members (6 April)
- Execute "April is APR Month" activities
- Issue APR Media Release Locally
- Update Website APR information (4 April)
- Execute planning process and logistics coordination for 6 May PR Boot Camp

Bernays Awards Report

Activities Accomplished

- Continued OmniContest platform development
- Continued updating call for entries document
- Continued sponsor package development
- Secured floral sponsor
- Worked with designer on event theme
- Developed 25th anniversary logo with Southwest Strategies
- Drafted website teaser copy

Activities Planned

- Development of call for entries content and design
- Update Bernays Awards page on the website
- Continue OmniContest platform development and testing
- Continue sponsor package development
- Drafting website copy to support call for entries
- Confirming special awards and identifying chair
- Provide Maria with Bernays Awards membership benefits
- Setting up volunteer committee meeting

Communication Report

No report submitted.

Diversity Report

No report submitted.

Ethics Report

No report submitted.

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

Activities Accomplished (New Pros)

- Provided support for New Pros events.

Activities Planned (New Pros)

- XX

Activities Accomplished (Membership)

- Oversaw membership and volunteer inquiry responses
- Developed copy for membership promotions and published materials on the website, newsletter and social channels
- Gathered prospect contacts and developed and distributed membership information
- Developed and launched survey to dropped members
- Reached out to dropped members via personal email
- Developed the benefits of membership talking points for the board
- Developed communications for and held first quarterly new members breakfast.

Activities Planned (Membership)

- Continue to respond to membership inquiries
- Develop a list of target organizations for membership outreach
- Draft outreach letter

Professional Development Report

No report submitted.

Quality Time Report

Activities Accomplished

- Set date and venue for event: Thursday, August 28th at the SMH - LJ Schaetzel Center.
- Forwarded opportunity to participate in a panel discussion for our chapter with other communications professionals to assist a large group of non-profits in May at an event sponsored by the SD Non-Profit Association.
- Contacted Maria McGregor asking for volunteers for Quality Time. Ideally, I would like 2.

Activities Planned

- Prepare letter requesting interested non-profits to register
- Prepare our Event Brite system to accept RSVPs
- Continued follow up with Executive Team about the May panel event and help where needed.

Summer Social / Holiday Party Report

Activities Accomplished

- Updated budget estimates
- Identified pros/cons for venue
- Researched potential/best dates

Activities Planned

- Secure Birch Aquarium as venue and lock in date
- Start communications for save the date
- Identify potential sponsors
- Solicit silent auction items
- Choose event theme

Western District Report

Activities Accomplished

- Attended the WDC March 2 and 3rd
- Attended the In-person meeting of the WD on March 2 and handed out lovely gifts provided by the Visitors Association - I Love San Diego
- Provided a written report to the WD regarding activities at our chapter level.
- Accepted the Platinum Award for Service on behalf of Bill Gay at the event.
- Wrote a blog post summarizing the conference for our chapter's use.
- Attended our board meeting via phone and submitted all of my reports for the first quarter.

Activities Planned

- Participate in monthly call and provide report on behalf of our chapter.

Chapter Manager Report

No report submitted.

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