

Call to Order: 8:06 a.m. Adjournment: 8:44 a.m.	Led By: President Melissa Cameron Secretary: Brianne Mundy Page
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<p>In Attendance (16): Melissa Cameron; Hope Reilly; 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; Krystin Williamson; Danielle Johnson Hoffpauir</p> <p>Absent (2): Maria McGregor; Craig Balben, APR</p> <p>Guests: None</p>

Agenda Item	Discussion	Action	Owner
Approval of meeting minutes	<ul style="list-style-type: none"> No discussion 	<ul style="list-style-type: none"> Brianne Mundy Page Motioned Hope Reilly seconded Motion Passed 0 Opposed 0 Abstained 	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> Ended 1st quarter with a positive of \$1,507 bottom line March checking account balance - \$70,851, April - \$60,614. Accounts for checks made for Bernays and Summer Social deposits Bill showed new report that shows the month-end checking balance. Gives a more current picture of where we are as the profit and loss statement takes a while to compile and reconcile. Bill motion – Open a 3-month CD in the amount of \$10,000 – a Mini-Jumbo Share Certificate at North Island Community Credit Union Bill motion – Open a 12-month CD in the amount of \$20,000 – a Mini-Jumbo Share Certificate at North Island Community Credit Union Bill motion – Update North Island signature card to remove Amber and add Jenny 	<p>Motion 1 - \$10K, 3-month CD</p> <ul style="list-style-type: none"> Bill motioned Hope seconded Motion Passed 0 Opposed 0 Abstained <p>Motion 2 - \$30K, 12-month CD</p> <ul style="list-style-type: none"> Bill motioned Katie seconded 	Bill Gay



Agenda Item	Discussion	Action	Owner
		<ul style="list-style-type: none"> • Motion Passed • 0 Opposed • 0 Abstained <p>Motion 3 – remove Amber, add Jenny on North Island signature card</p> <ul style="list-style-type: none"> • Bill motioned • Brianne seconded • Motion Passed • 0 Opposed • 0 Abstained 	
FourSight Workshop	<ul style="list-style-type: none"> • Julie: 20 tickets left, offering for free with code PRSA – saves \$75. This could become an annual event that the San Diego Nonprofit Association sponsors. We're one of four organizations participating. Audience is primarily nonprofits. Taking Quality Time to a new level to incorporate these disciplines within communications. We'll have some handouts to promote PRSA and membership. • Melissa: Julie will be moderating and introducing PRSA. Elizabeth Pecsí will present on the Human Society's Yorkie Crisis. She will be followed by a panel – Courtney Pendelton, YMCA/Red Cross; Music Watson, County Office of Education; and Denise Scatena, Scatena Daniels Communications 	<ul style="list-style-type: none"> • XX Motioned • XX seconded • Passed/Didn't Pass • # Opposed • # Abstained 	Julie Smith-Taylor
University Outreach	<ul style="list-style-type: none"> • Craig absent, postponed to June 	<ul style="list-style-type: none"> • No formal action required or taken 	None
Committee Updates	<ul style="list-style-type: none"> • APR – Mike: The APR Boot Camp was successful. 11 attendees, 2 or 3 were not chapter members. Ended up on the plus side, money wise. Based on the cycle we're getting into, will probably see higher attendance in the fall. • Professional Development – Lauren: Working on June 27 for our measurement event. Confirmed Brent Diggins of Allison+Partners as our speaker. We have added a Google Analytics expert to talk about how to use GA for PR. Working to secure venue. Visiting National University tomorrow in Torrey Pines area. Free parking, onsite catering. • Bernays – Sarah/Krystin: Call for entries is out. First deadline is June 23. Working on 	<ul style="list-style-type: none"> • No formal action required or taken 	Various

Agenda Item	Discussion	Action	Owner
	<p>social media and eblast content. Did add a new category, PR Team of the Year. Hoping to gain some interest and get new firms to enter, table sponsors, and be overall more involved. Melissa: Please brainstorm potential special awards nominees. We want to make sure to have some great options. Hope – can we email all the FourSight people to promote Bernays and other events? Julie – I’ll check. If not, we should collect business cards and visually promote the events at FourSight. Sarah – please send photos of past Bernays. We’ll put out a call for photos.</p> <ul style="list-style-type: none"> • Summer Social – Katie: Venue and date are all locked in. Catering TBD. July 27, Birch Aquarium. Should start promoting soon. Need silent auction items. Sarah – we have a hotel room for Bernays – free, one-night stay at the Dana. Could use that for a Summer Social silent auction item. But we also talked about using it to draw sponsors. 		
New Pros Update	<ul style="list-style-type: none"> • Rizalyn Vargas not in attendance. Pushed to June. 	<ul style="list-style-type: none"> • No formal action required or taken 	None
Other	<ul style="list-style-type: none"> • Melissa – board retreat in July. Please email me dates of when you’re not available. All regular board meetings will be at Allison + Partners for the remainder of the year. 	<ul style="list-style-type: none"> • No formal action required or taken 	Melissa

**Activity Reports
April 2017**

President

No report submitted

President-elect/Sponsorship Report

Activities Accomplished

- Coordinated FourSights panel speaker invites with Music Watson and Courtney Pendleton
- Executive committee meeting and counsel
- Followed up with PR Newswire sponsorship renewal and updated logo for material
- Followed up with Sempra sponsorship proposal about desired revisions
- Reached out to potential sponsors for June measurement workshop, including Meltwater

- Worked with Hope and Krystin to lock in an in-kind sponsorship arrangement with Allison+Partners for the June measurement workshop
- Updated Bernays committee about current sponsor status for materials
- Updated sponsorship tracker
- Sent Bronze sponsorship renewal agreement and invoice to Joice Curry at C3 Communications; confirmed

Activities Planned

- Continue to follow up with sponsor asks for June measurement workshop
- Follow up with sponsor renewals that expire in May and June

Past President Report / Masters Roundtable

No report submitted

Treasurer Report

Activities Accomplished

- Wrote checks
- Developed financial reports

Activities Planned

- Write checks
- Develop financial reports
- Prepare tax filing work papers for CPA firm

Secretary Report

Activities Accomplished

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

Activities Planned

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

Accreditation Report

Activities Accomplished

- 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 and logistics coordination for 6 May PR Boot Camp
- Sent two (2) PR Boot Camp Marketing reminders
- 26 April-Represented PRSA SD/IC at SDSU JEM Research Night Event

Activities Planned

- Conduct PR Boot Camp-6 May (11 Participants)
- Reconcile APR Applicant List with UAB and sent personal reminders to APR Candidates with application expiration dates in September
- Notify APR Candidates about RPIE Webinar training opportunity

Bernays Awards Report

No report submitted

Communication Report

Activities Accomplished

- Established eblast content on a weekly basis, which included information related to the following: Member feature on Rizalyn Vargas, PR Boot Camp on May 6, Associate Membership promotion, Bernays event, Diversity Mixer on April 20, Member feature on Julie Wright, Quality Time with PR Minds save the date, PRSSA networking event, free PRSA webinar promotion, and new job postings.
- 4/6/17 eblast promoting Member Spotlight on Julie Wright had the highest open rate with 31% (261 opens).
- The member features on Julie Wright and Rizalyn Vargas were the most-clicked links from one eblast with 24 clicks each.

Activities Planned

- Eblasts that promote Bernays event - entries, etc.; networking and professional development events and opportunities; new job listings; member and agency news.

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

- Measurement Event
 - Coordinated outreach with potential speakers
 - Researched venue options
 - Coordinated with Alison + Partners re: in-kind sponsorship opportunities
 - Worked with Jenny on outreach to vendor sponsors (exhibit opportunities)
- General
 - Researched venue options
 - Researched webinar opportunities
 - Worked on ideas for remaining 2017 events

Activities Planned

- Finalize planning of measurement event
- Work on planning for remaining 2017 events
- Continual build out of San Diego venues list
- Research into webinar options

Quality Time Report

Activities Accomplished

- Focused on working with Parker Pike to have PRSA participate in an upcoming half day workshop on May 24 at UCSD to assist non-profits. Elizabeth Pecsí will speak on crisis communications and Denise Scatena, Music Watson and Courtney Pendleton will serve on a panel for Q&A following the presentation.
- PRSA's Quality Time event is set for Thursday, August 24 at Scripps in La Jolla. No action items were conducted in April.

Activities Planned

- Participate in the upcoming event sponsored by the San Diego Nonprofit Association on Wednesday, May 24 with other PRSA colleagues.
- An invitation will be sent out via the SDNA for our event in June for our August event.

Summer Social / Holiday Party Report

No report submitted

Western District Report

Activities Accomplished

- There was no Western District Call in April.

Activities Planned

- Participating in the Western District call for the month of May on Thursday, May 18th
- The next WDC will be held in Denver, CO in the Spring of 2018.

Chapter Manager Report

No report submitted

(See next page for May financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
5/18/17**

Treasurer's Report
Public Relations Society of America
San Diego and Imperial Counties Chapter
May 2017
May 1-31 (unreconciled)

June 7, 2017



2017 Account Balance

2017 Monthly Account Balances

	2016 Year End	2017 Budgeted Year End	January	February	March	April	May
CD (rdy-acc)							
CD (6-mth)							
CD (8-mth)							
Checking	\$65,011	\$66004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127
Total	\$65,011	\$66004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127

	June	July	August	Sept.	Oct.	Nov.	Dec.
CD (rdy-acc)							
CD (6-mth)							
CD (8-mth)							
Checking							
Total							

Annual Account History – 2008-2015 (reflect year-end totals)

	2015	2014	2013	2012	2011	2010	2009	2008
CD								
Checking	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772
Total	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	44,772

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