

Call to Order: 1:11 p.m. Adjournment: 2:10 p.m.	Led By: President Melissa Cameron Secretary: Brianne Mundy Page
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<p>In Attendance (xx): Melissa Cameron; Blake Nelson, APR; Jenny Corsey, APR; Bill Gay, APR, Fellow PRSA; Brianne Mundy Page; Nikki Jimenez; Maria McGregor; Katie Nieri; Hope Reilly; Michael Daily, APR; Ann Marie Price; Lauren Fimbres Wood;</p> <p>Absent (x): Craig Balben, APR; Danielle Johnson Hoffpauir; Sarah Lemons; Julie Smith-Taylor, APR; Krystin Williamson; Rene Carmichael;</p> <p>Guests (0):</p>
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Agenda Item	Discussion	Action	Owner
Approval of meeting minutes	<ul style="list-style-type: none"> No discussion 	<ul style="list-style-type: none"> Brianne Motioned Michael seconded Motion Passed 0 Opposed 0 Abstained 	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> Account balance as of the end of June is \$53,830.18. First time CDs are included, \$30,000 is in CDs. 	<ul style="list-style-type: none"> No formal action required or taken 	Bill Gay
SDSU Glen Broom Center, PRSA SD/IC Representative	<ul style="list-style-type: none"> Glen Broom Center Advisory Board representative – Melissa is nominating Michael Daily, APR as the represented 	<ul style="list-style-type: none"> Brianne motions Katie seconded 0 Opposed 1 Abstained – Michael Daily, APR 	Melissa Cameron
Committee Updates	<ul style="list-style-type: none"> Summer Social (Nikki and Katie) – ticket sales are a bit slow, we’re focusing on reaching out to agencies and organizations. Please help us push it. Our goal is to create a high-value experience. We have a learning opportunity with science-focused communications. Lauren – reach out to Illumina. Jenny will check to see who would be a good contact at Illumina. Melissa- we should do a board member outreach email next week. Feeling good so far with auction items. 	<ul style="list-style-type: none"> No formal action required or taken 	Various



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> • Membership (Maria) – 262 members currently. Active is 216, which is pretty low. 216 is chapter membership – the rest are national members, but not chapter members. Jenny – give people \$10 off of Summer Social if they renew their chapter members. Brianne – we need someone focused on online/remote content offered by our chapter and national. Jenny – one of changes is to have Communications Committee be the Marketing/Communications Committee to promote webinar content offered by our chapter and national chapter, in addition to our physical events. Maria – (handout) proposal for PR Buddies – connecting a new member with one senior-level practitioner and a peer – either someone of the same age or career level. Bill – this would count for APR points. Jenny – I’ll sign up now. Michael – there should be some guidelines, structure to help keep this effective and successful. Bill – national has some guidelines. Melissa – offer as a recruiting/new member tool. Lauren – can we think about changing the name? Melissa - make sure to connect with New Pros to make sure they differentiate their mentoring program. 		
Membership boosting	<ul style="list-style-type: none"> • Perhaps more online content • Broadening our social media presence via a Facebook group and increasing presence on LinkedIn • Do a better job of promoting the content we have to make it apparent that a chapter membership has a lot of value • Melissa – perhaps we need to survey the heads of agencies to see why they’re not sending people to events, why they’re not more involved in the chapter, what they’re looking for in content and services • Lauren – perhaps a free professional event for anyone (not just members, like the Holiday breakfast) • Jenny – Community Relations and Advocacy Chair – another idea for next year • Bill – Should there be some type of event where we encourage early, mid and late career practitioners to network and connect 	<ul style="list-style-type: none"> • No formal action required or taken 	Melissa Cameron

**Activity Reports
June 2017**

President

No report submitted

President-elect/Sponsorship Report

No report submitted

Past President Report / Masters Roundtable

No report submitted

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

- Drafted June board meeting minutes
- Collected and formatted May activity reports
- Created and sent out link for May activity reports
- Executive Committee counsel
- Updated chapter outlook/planning calendar

Activities Planned

- Draft July board meeting minutes
- Collect and format June activity reports
- Create and send out link for June activity reports
- Executive Committee counsel
- Update and maintain chapter outlook/planning calendar
- Flesh out purpose of the chapter's Facebook group and begin posting/promoting it

Accreditation Report

No report submitted

Bernays Awards Report

Activities Accomplished

- First submission deadline completed on 6/23
- Coordinated offer to win a room night/sweepstakes at The Dana for confirmed sponsorship
- Worked with chapter members on Bernays program questions
- Drafted social media content to support deadlines and special awards submissions
- Drafted Newsletter content to support deadlines and special awards submissions
- Held co-chair meeting

Activities Planned

- Extending Bernays submission deadline one week
- Coordinating West Michigan chapter to judge Bernays Awards
- Plan out volunteer meeting date and needs
- Identify new special awards chair Solicit more special awards nominations
- Start development of OmniContest judging site Ideate on program hashtag and in-event trivia

Communication Report

Activities Accomplished

- Wrote/edited content for five eblasts and one dedicated eblast, which included information related to the following:
 - Student Bernays call for entries and other Bernays awards posts (including a dedicated eblast about the judging fee waiver)
 - “Let’s Get Analytical!” professional development event
 - Summer Social by the Sea promotional posts
 - New blog post “The Secret to Becoming a PR Expert” by Julie Wright
 - June measurement event
 - New member breakfast
 - PRSA membership special (free professional interest section membership)
 - Volunteer opportunities
 - New job postings

Activities Planned

- Eblasts that promote the Bernays event - entries, sponsorships, etc.; Summer Social event; other networking and professional development events and opportunities; new blog posts; new job listings; and 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
 - Finalized venue and speakers
 - Coordinated with Alison + Partners on sponsorship
 - Worked with Jenny on outreach to vendor sponsors (exhibit opportunities)
 - Prepared marketing communications and materials (eblast content, social, etc.)
 - Coordinated event promotion and outreach
 - Coordinated event logistics
 - Prepared event materials – name tags, slides, etc.
 - Live tweeted content from the event
 - Executed event and coordinated follow-up
 - Sent thank you and gift cards to June event speakers
- General
 - Researched venue options
 - Worked on details for August event including coordination with speaker and venue discussions
 - Worked on ideas for remaining 2017 events

Activities Planned

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

Quality Time Report

Activities Accomplished

- Contacted Parker Pike to discuss promotions timeline.
- Wrote cover letter/promotional copy and provided logo for his use in creating an e-blast promoting QT with members of the San Diego Nonprofit Association and other affiliated organizations.
- Ensured EventBrite pages for event registration were created for both nonprofits and our PR pro volunteers

Activities Planned

- Go live with EventBrite
- Begin aggressive promotional campaign to include PRSA e-blasts, info on our website, personalized emails to past participants and mentions at monthly chapter events.
- Coordinate with Parker Pike to ensure eblasts go out promoting QT and encouraging registration.
- Contact event caterer - Donna at Atlanta West to review last year's menu and to discuss changes for this year.
- Reach out to volunteers to ensure we have a Case Study presentation and a Q&A panel.

Summer Social / Holiday Party Report

Activities Accomplished

- Held committee meetings via phone and in person to discuss action steps
- Received more confirmations on silent auction items -Identified more silent auction leads
- Reached out to other PR firms on attendance to Summer Social
- Secured one more summer social volunteer
- Drafted social media and eblast communciations

Activities Planned

- Finalize speaker panel and talking points
- Venue walk through
- Confirm eblast and social media posts are scheduled
- Print out silent auction sheets
- Decorate silent auction bids and products/baskets
- Pick up outstanding silent auction items
- Sell more tickets!
- Have a great event!

Western District Report

Activities Accomplished

- No call scheduled – dark month

Activities Planned

- Participate in monthly call set for Thursday, July 20.

Chapter Manager Report

No report submitted

(See next page for July financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
7/14/17**

Treasurer's Report

Public Relations Society of America

San Diego and Imperial Counties Chapter

July 2017

July 1-31 (unreconciled)

August 2, 2017



2017 Account Balance

2017 Monthly Account Balances

	2016 Year End	2017 Budgeted Year End	January	February	March	April	May
CD (rdy-acc)							
CD (3-mth)							
CD (12-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 (3-mth)	\$10,000	\$10003.40					
CD (12-mth)	\$20,000	\$20016.90					
Checking	\$23,830.18	\$28,007.40					
Total	\$53,830.18	\$58,027.70					

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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