



Call to Order: 8:03 a.m. Adjournment: 9:00 a.m.	Led By: President Melissa Cameron Secretary: Brianne Mundy Page
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<p>In Attendance (16): Melissa Cameron; Brianne Mundy Page; Jenny Corsey APR; Hope Reilly; Michael Daily, APR; Sarah Lemons; Ann Marie Price; Lauren Fimbres Wood; Bill Gay, APR, Fellow PRSA; Krystin Williamson; Julie Smith-Taylor, APR; Craig Balben, APR; Nikki Jimenez; Katie Nieri; Blake Nelson, APR; Rene Carmichael;</p> <p>Absent (2): Maria McGregor; Danielle Johnson Hoffpauir</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 Craig abstained due to being absent from July's meeting 	<ul style="list-style-type: none"> Brianne Motioned Katie seconded Motion Passed 0 Opposed 1 Abstained 	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> July accounts balance total was \$69,928.39 	<ul style="list-style-type: none"> No formal action required or taken 	Bill Gay
Board Nomination Committee	<ul style="list-style-type: none"> Jenny has asked Amber Albrecht (past chapter president), Joice Truban Curry (past chapter president), and Elizabeth Peksi (chapter ethics officer) to be on board nominating committee for the 2018 Board of Directors Jenny motions to approve them as our Board Nominating Committee 	<ul style="list-style-type: none"> Jenny motions Mike seconded 0 Opposed 0 Abstained Motion Passed 	Jenny Corsey
Committee Updates	<ul style="list-style-type: none"> Summer Social: 14 board members registered. 19 non-members, 19 members. Working on survey to get some actual feedback. Goal was to have an educational value as well as the social/networking value. Made \$1,290 silent auction, items were worth over \$4,000. 	<ul style="list-style-type: none"> No formal action required or taken 	Various



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	<ul style="list-style-type: none"> - Discussion: - Gift cards are where we made the most money. - May help to have recipient of the previous year's student scholarship get some recognition, attend for free, introduce them to people before the bidding ends so there's a real tangible connection to why we're doing the silent auction in the first place. - From the outcome of Summer Social, there just isn't an interest in paying the price point for an event like this. - Looking at doing a raffle/silent auction option at Bernays for leftover auction items - Recommendation going forward is that we don't do a Summer Social as a signature event, we just focus on Bernays and put more into it because we have the potential to make money there, and we haven't made money at the Summer Social for a few years now. - Many other chapters' awards events have incorporated silent auctions, and they were successful. Hawaii was able to utilize an electronic silent auction element - Look into online options - Let's see how a silent auction goes at Bernays. - Opportunity to partner with the vendor to be a sponsor as there may be PR pros looking for something like this for their clients. - Please let committee know if you have smaller items for the Bernays raffle. • Professional Development. 25 attendees, which was not exactly as many as we were hoping to get, but it worked in the space we were in. The people there were really engaged and taking notes. The panelists contributed a lot and had good insight. Good takeaways. No overhead for the venue and just light snacks for catering, but it wasn't very profitable. We did learn we don't need to shy away from after hours to provide educational opportunities. For September, talking to someone about doing a video tutorial on how to shoot video on your phone, and send b-roll packages to reporters. Also talking to a social media consultant – FB Live, working with influencers, etc. Don't have a venue selected, or specific topic just yet. Probably will be a lunchtime event. If anyone has venue recommendations – please let us know. - Discussion: It may be worthwhile to take a look at having a consistent location. - Pros and cons to consistent and different locations. If you can find a venue where you can do it and it makes financial sense, it could work. They key is finding a good spot with a good price point, flexibility with numbers, etc. - Look into 211 or Red Cross for a year-long plan. - Water Authority has space. Our board meetings would be no problem. We also have board chambers, where you can eat. Problem is there isn't A/V capabilities. No food in board room is the challenge. • Bernays –submitted, completed entries. The weeklong extension paid off – 96 entries. 		



Agenda Item	Discussion	Action	Owner
	<p>\$13,600 profit, so very successful. There were some issues with billing/accounting, but minimal. Overall, most of the challenge is on the back end. For the users and our members, it seemed to go smoothly. Working to get ticket sales up on the website, just finished Eventbrite page, hoping to go live tomorrow or early next week. Will be working to get dedicated eblast out. Ticket prices will be same as last year. Ticket prices increase after 9/22. Working on sponsorships, two solo practitioner sponsorships confirmed. If anyone has recommendations for event sponsors, please let us know. We will be reaching out to special award winners to see if they'd be willing to take a table sponsorship. Judging is underway with the Western Michigan chapter. 3 of 18 judges have completed their assignments. Feedback from WM chair has been positive from judging online. They don't have a platform like this – so they're very happy with this. The Philadelphia chapter judging with our San Diego judges will begin in September, 18 chapter members have volunteered their time. We need two more to round out 20. If you're interested in judging – APRs get credits.</p> <ul style="list-style-type: none"> • QT – So grateful for last minute push for volunteers. 12 board members signed up. We are coming under budget for catering, keeping it simple and clean. While we have the volunteers we need, we could use a few more as backup. <ul style="list-style-type: none"> - Discussion: Healthcare Communicators is pushing it out. IABC is not pushing it out – they have a similar event in November. One of us should attend their event to see if we can learn anything or coordinate in the future. • APR – Pleased to announce, one of our members, Tanya Castaneda of the Port of San Diego is a new APR. Recognition – how do we do that? Will be circling with Bernays Committee on that. Shout out to Rene and communications team on getting out the APR 101 blog. I've authored an article in Tactics on preparing for APR – approved and should see it in the October issue. I've been invited to conduct a 4-hour boot camp for APR+M candidates, Director for Public Affairs for Navy Region Southwest, 20 students in a classroom. They're covering the fee and books. These folks tend to migrate to chapter membership when they're no longer in uniform. Will adapt Bey Ling's program. 		

**Activity Reports
July 2017**

President

No report submitted

President-elect/Sponsorship Report

- Conducted planning for 2018 board slate
- Followed up with sponsor targets and renewals
- Coordination for PRSA Leadership Rally and Assembly
- Executive Committee Counsel

Activities Planned

- Assemble board nomination committee
- Work on bylaw amendment with R. Carmichael
- Continue 2018 board slate planning
- Coordinate ad materials for sponsors at Bernays

Past President Report / Masters Roundtable

No report submitted

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

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

Activities Planned

- Draft August board meeting minutes

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

Accreditation Report

Activities Accomplished

- 14 July-APR Program Update to Board
- 25 July- APR/APR+M Maintenance Reminder sent to Chapter APR's regarding PR MINDS Event opportunity
- 28 July-Mid-year maintenance reminder to Chapter APS/APR+Ms
- 31 July-Fall 2017 APRPREP Online Course Announcement to general membership

Activities Planned

- APR Fall 2017 Training Cycle Announcement to Chapter Members
- Participate in APRPREP On-line Course Open House-22 Apr
- APRPREP Fall Cohort-29 Apr

Bernays Awards Report

Activities Accomplished

- Extended Bernays submission deadline one week
- Coordinated West Michigan chapter to judge Bernays Awards
- Identification of new special awards chair Solicited more special awards nominations
- Developed OmniContest judging site
- Ideated on program hashtag and in-event trivia
- Drafted membership communication

Activities Planned

- Drafting ceremony ticket information
- Coordinating judging with West Michigan chapter
- Coordinating San Diego judges for Philly
- Held call to discuss silent auction at ceremony
- Continued identification of new special awards chair
- Continued special awards solicitation

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

- Researched membership status and created sorted membership lists
- Refined the proposal for a new member benefit, which would connect new members with two other members for seamless connection/networking
- Drafted and published membership promo communications and emailed members about benefits of membership
- Suggested updates to BOD bios on website to include social media accounts
- Corresponded with Times of San Diego about SS publicity opportunity
- Drafted additional #WhyIPRSA tweets to support the objective of educating about the benefits of membership and planned to send in August
- New Pros: Great turnout at WetStone wine bar for July's mixer.

Activities Planned

- Send #WhyIPRSA tweets to the Communications committee for posting
- New Pros: August's event will be a reporter panel at WeWork on Tuesday 8/29. September will be a mixer. October will be a tour of the new UT headquarters.
- New Pros Mentorship Program: Each participant shared that they've had beneficial pairings and some will continue to meet even now that the program is over. Communications for the next wave of mentorship program will start in September.
- Draft and public August/September membership promo communications
- Send out a Board-to-Member email blast about two events: Press Play and Quality Time.

Professional Development Report

Activities Accomplished

- Podcast Event
 - Finalized venue and speakers
 - Prepared marketing communications and materials (eblast content, Canva graphics, social, etc.)
 - Coordinated event promotion and outreach
 - Coordinated event logistics
 - Conducted site visit
- Worked on ideas for remaining 2017 events

Activities Planned

- Finalize planning and execution of podcast 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

- Full-blown promotional efforts for Quality Time to attract nonprofits and professional volunteers
- Contacted the caterer to discuss options
- Confirmed E. Pecsí as a presenter and my 3-person Q&A Panelists.

Activities Planned

- Continued Coordination to ensure a successful event on Thursday, August 24.
- Soliciting to encourage more volunteers to help with our event. I'm 13 volunteers short at the moment.
- Confirm catering order for up to 70 people for the event.

Summer Social / Holiday Party Report

No report submitted

Western District Report

Activities Accomplished

- Participated in the July monthly call and provided a report regarding our activities at the Chapter level.
- Forwarded the notes from the presentation from our Chapter's June Event speaker in order to share best practices.

Activities Planned

- August is dark, no activities planned.

Chapter Manager Report

No report submitted



(See next page for August financial report)

Treasurer's Report

Public Relations Society of America

San Diego and Imperial Counties Chapter



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
8/17/17**

August 2017

August 1-31 (unreconciled)

September 4, 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	\$66,004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127
Total	\$65,011	\$66,004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127

	June	July	August	Sept.	Oct.	Nov.	Dec.
Pay Pal credit		\$11,900.69	11,900.69				
CD (3-mth)	\$10,000	\$10,003.40	10,006.80				
CD (12-mth)	\$20,000	\$20,016.90	20,033.82				
Checking	\$23,830.18	\$28,007.40	29,566.65				
Total	\$53,830.18	\$69,928.39	71,507.96				

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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