



<b>Call to Order: 8:03 a.m.</b> <b>Adjournment: 8:59 a.m.</b>	<b>Led By:</b> President Blake Nelson, APR <b>Secretary:</b> Jenny Corsey, APR (Minutes Recorded by K. Williamson)
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**In Attendance (9):** Rene Carmichael; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Nikki Jimenez; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Julie Smith-Taylor, APR; Krystin Williamson  
**Absent (9):** Amber Albrecht, APR; Melissa Cameron; Jenny Corsey, APR; Jessica Geiszler; Hezekiah Herrera, APR; Danielle Johnson Hoffpauir; Sarah Lemons; Maria McGregor; Elizabeth A. Pecs, APR, Fellow PRSA

Agenda Item	Discussion	Action	Owner
Budget Update	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA will send tracker to the board next week; would like to have 2016 board members take a stab at a 2017 budget for review at the December workshop</li> </ul>	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA to send tracker</li> </ul>	Bill Gay, APR, Fellow PRSA
September Event	<ul style="list-style-type: none"> <li>Brianne Mundy Page reported the Diversity Seminar event content was good, but attendance was poor. Speaker Dr. Bernardo Furman was interactive, engaging and challenging against what was a somewhat confusing topic.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	Brianne Mundy Page / Hezekiah Herrera, APR
Board Updates	<ul style="list-style-type: none"> <li>Board voted to replace Kristin Reinhardt (moved) with Lauren Wood from i.d.e.a.</li> <li>Melissa Cameron reported 2017 slate includes: Lauren Wood, Katie Nieri, Craig Balben, APR, Hope Reilly. They're all very excited and will be at the retreat.</li> </ul>	<ul style="list-style-type: none"> <li>Brianne Mundy Page motioned to approve Lauren Wood's appointment, Melissa Cameron seconded; motion passed with no discussion, declines or sustains.</li> </ul>	
PRSA National Leadership Assembly Bylaw Amendments	<ul style="list-style-type: none"> <li>Assembly delegates presented three proposed bylaw amendments from national assembly for board consideration.               <ul style="list-style-type: none"> <li>Calling meetings separately from assembly</li> <li>Decisions on governance bylines items can be made by the board, with veto by assembly</li> <li>Assembly elects national committee, bylines will be changed to form a review committee to review the candidates and make recommendation to leadership assembly</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA motioned to support the proposed three bylaw amendments; Brianne Mundy Page seconded; motion passed with no discussion, declines or sustains.</li> </ul>	Melissa Cameron, Bill Gay, APR, Fellow PRSA, Blake Nelson, APR
Membership Update	<ul style="list-style-type: none"> <li>Ann Marie Price reported 267 total members as of this month.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	Ann Marie Price



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2017 Chapter Dues	<ul style="list-style-type: none"> <li>• Proposed chapter dues changes are due this week. Currently PRSA SDIC has three levels of chapter dues – \$60               <ul style="list-style-type: none"> <li>○ Idea: Making a consideration for lower associate and retired dues – between \$40-50; will help with retention; associates already have a \$10 off, but need to make sure that’s communicated via national</li> <li>○ Clarification of associate: Defined by national and it’s first two years of career</li> <li>○ Discussion and questions from: Ann Marie, Julie, Bill                   <ul style="list-style-type: none"> <li>▪ Bill: Don’t think it will impact the finances</li> <li>▪ We should also better communicate quarterly payment option.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Melissa Cameron motioned to reduce chapter retire rate to \$50 (associate is already \$50); Bill Gay, APR, Fellow PRSA seconded; motion passed with no declines or sustains.</li> </ul>	Melissa Cameron
2017 Michael Smart Workshop	<ul style="list-style-type: none"> <li>• Blake Nelson, APR noted that Michael has offered to come back in 2017; he’s proposed Friday, Feb. 24 for a “How to Build Relationships with the Media” workshop.               <ul style="list-style-type: none"> <li>○ Contract reflects 2016 deal with 25% discount</li> <li>○ Could also engage SoCal chapters for pre-post engagements</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Julie Smith-Taylor motioned for Michael Smart to return on proposed date for workshop; Brianne Mundy Page seconded; motion passed with no declines or sustains.</li> </ul>	Blake Nelson, APR
APR Boot Camp Update	<ul style="list-style-type: none"> <li>• APR Boot Camp takes place this Saturday with more than 30 professionals. Mike Daily, APR thanked Rene and Bill for their help.</li> <li>• There is a good mix of professionals registered.</li> <li>• They will repeat the event in the spring. Dr. Sha is key to attendance; this is part of a full year of programming.</li> </ul>	<ul style="list-style-type: none"> <li>• Mike Daily, APR to execute event.</li> </ul>	Mike Daily, APR
Bernays Event	<ul style="list-style-type: none"> <li>• Krystin Williamson/Nikki Jimenez reported 205 attendees               <ul style="list-style-type: none"> <li>○ All but one award winner in attendance; and completely sold out!</li> </ul> </li> <li>• Only board members, 2017 slate and volunteers will have name tags               <ul style="list-style-type: none"> <li>○ The board is asked to mix and mingle</li> </ul> </li> <li>• Secured April Bolduc as emcee, but the team still has asks out to a few others</li> <li>• The Ingredients and Pixter will provide happy hour entertainment</li> <li>• Finished amazing videos of the special award winners, which will also be accompanied by very cool lighting inside the venue</li> </ul>	<ul style="list-style-type: none"> <li>• Krystin Williamson/Nikki Jimenez to execute event.</li> </ul>	Krystin Williamson/Nikki Jimenez
Quality Time Update	<ul style="list-style-type: none"> <li>• Julie Smith Taylor, APR reported the second Quality Time will be at the YMCA headquarters, Thursday, Nov. 10 with four organizations</li> <li>• Promotions will be the same as before and will start once all are confirmed; event will be very simple with costs in mind</li> <li>• February/March 2017 event will be planned with communications</li> </ul>	<ul style="list-style-type: none"> <li>• Julie Smith Taylor, APR to execute event.</li> </ul>	Julie Smith Taylor, APR



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	professionals helping nonprofits via a larger half-day event; Julie is coordinating PRSA involvement		
November Event	<ul style="list-style-type: none"> <li>• Brianne Mundy Page reported the event will be a political take with both sides represented and someone to speak about the Chargers Proposition.</li> <li>• The format will be heavy on audience participation</li> <li>• The event will be held in the San Diego County Administration building in Kearny Mesa. Any ideas or suggestions for panelists, reach out to Brianne               <ul style="list-style-type: none"> <li>○ Jason Roe (former Mark Rubio staffer) is confirmed</li> <li>○ Two left side representatives are being reached out to now</li> <li>○ Board to consider a Chargers representative</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Brianne Mundy Page to continue coordinating panelists.</li> </ul>	Brianne Mundy Page
Holiday Party Update	<ul style="list-style-type: none"> <li>• Jessica Geiszler reported that the team conducted a walk-through at Admiral Baker Golf Course</li> <li>• Bill and Mike will share responsibility for the military voucher</li> <li>• The event, held Friday, Dec. 9, will consist of 30 minutes of networking for New Pros; starting at 8:30 a.m. for networking and 9-10 a.m. for general attendees</li> <li>• Time shift to 8 a.m. networking and 8:30-9:30 a.m. for full breakfast</li> </ul>	<ul style="list-style-type: none"> <li>• Jessica Geiszler, Maria McGregor, Ann Marie Price to continue planning event.</li> </ul>	Jessica Geiszler, Maria McGregor, Ann Marie Price
SDSU PRSSA Update	<ul style="list-style-type: none"> <li>• Graciella Regua said the chapter has held three meetings so far               <ul style="list-style-type: none"> <li>○ David Oats talked about ethics, Amber Albrecht, APR spoke about in-house versus public agency – both went well</li> </ul> </li> <li>• 43-44 paying members and more grade levels represented with five males</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	Graciella Regua
<b>Adjournment</b>	<ul style="list-style-type: none"> <li>• November board meeting will be a call-in to thank board members for their hard work this year!</li> <li>• December meeting and retreat details are still in the works.</li> <li>• Meeting adjourned at 8:59 a.m.</li> </ul>	Blake Nelson, APR	Blake Nelson, APR

**Activity Reports  
September 2016**

**President Report**

*No report submitted*

### **President-elect/Sponsorship Report**

*No report submitted*

### **Past President Report**

#### *Activities Accomplished*

- N/A

#### *Activities Planned*

- Launch the Glen Broom scholarship Oct. 7
- Ongoing promotion of the scholarship
- Speak to PRSSA on Oct. 11
- Consider options for a Nov. masters event

### **Treasurer Report**

*No report submitted*

### **Secretary Report**

#### *Activities Accomplished*

- Drafted board meeting minutes
- Compiled and formatted activity reports
- Executive committee counsel

#### *Activities Planned*

- Draft board meeting minutes
- Collect and format committee activity reports

### **Accreditation Report**

#### *Activities Accomplished*

- Processed mentor request for Molly Hintlian
- Briefed WD Board regarding WD APR Program opportunities
- Conducted recruiting during New Member Breakfast- 8 Sept
- Initiated PR Boot Camp Registration Process
- Processed Fall Cycle APR Applicants (4)
- Emailed APR training notification to Chapter Membership re PR Boot Camp

- Conducted One-on-One APR Program discussion with Member Katie Nieri (NST)

*Activities Planned*

- Conduct PR Boot Camp (15 Oct.)
- Participate in APR Portion of Bernays Awards Dinner (20 Oct.)

**Bernays Awards Report**

*Activities Accomplished*

- Secured AV vendor
- Finalized venue order
- Developed program and other event graphics
- Begin program content development
- Secured Bernays Table Sponsor
- Taped Special Awards winner videos
- Confirmed chapter sponsors event attendance and ads
- Coordinated event sponsors
- Drafted September ticket and sponsor communications
- Communicated with award winners to encourage attendance
- Secured entertainment for event

*Activities Planned*

- Promote event sponsors
- Finalize all graphic elements for the event
- Communicate with award winners, members and non-member about tickets sales
- Reached out to 2017 board of directors with personal invites
- Coordinated with chapter sponsors for award presentation
- Finalized special award winner videos
- Held final volunteer meeting
- Facilitated printing of all collateral
- Held venue meeting with Tom Ham's team and AV team
- Developed Mobile LED truck PPT
- Developed award recognition PPT
- Developed event script
- Secured emcee; communicated with others to fill second emcee spot
- Confirmed vendor attendance and arrivals
- Confirmed volunteer attendance and arrivals
- Picked up awards
- Managed event budget

- Managed ticket sales logistics
- Coordinated step and repeat
- Coordinated script with emcees
- Printed name badges for 2016 and 2017 board of directors
- Held event
- Conducted post-event promotion of winners
- Made final event payments
- Communicated with winners about award re-orders

### **Communication Report**

*No report submitted*

### **Diversity Report**

*No report submitted*

### **Ethics Report**

*No activities required to report.*

### **Membership Report (includes New Pros)**

*No report submitted*

### **Professional Development Report**

#### *Activities Accomplished*

- Ethics & Diversity Luncheon with Dr. Bernardo Furmann at Rock Bottom Brewery (in partnership with Diversity Committee)
- 17 registrations

#### *Activities Planned*

- Planning for November event - a lunch panel recapping marketing, creative and communications tactics throughout the presidential election process, the Chargers stadium proposal
- Onboarding new committee member, Lauren Wood from i.d.e.a.. She's replacing Kristin Reinhardt. She'll co-chair with incoming 2017 board member Hope Reilly.
- Planning for Feb. 24 Michael Smart workshop
- 2017 PD Budget

### **Quality Time Report**

*No report submitted*

**Summer Social / Holiday Party Report**

*Activities Accomplished*

- Conducted site visits at Solamar Hotel and Casa Machado, and secured estimates from both
- Conducted additional venue research

*Activities Planned*

- Lock down event venue and begin drafting communications materials
- Secure and produce graphics
- Launch the Event Bright registration page and begin communications
- Research decor options if needed

**Western District Report**

*No report submitted*

**Chapter Manager Report**

*No report submitted*

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