

Call to Order: 1:03 p.m.
Adjournment: 1:43 p.m.

Led By: Melissa Cameron
Secretary: Brianne Mundy Page

In Attendance (11): Jenny Corsey APR; Brianne Mundy Page; Julie Smith-Taylor, Ann Marie Price; Bill Gay, APR, Fellow PRSA;; Michael Daily, APR; Melissa Cameron; Maria McGregor; Craig Balben, APR; Katie Nieri; Hope Reilly

Absent (7): Lauren Fimbres Wood; Krystin Williamson; Nikki Jimenez; Blake Nelson, APR; Danielle Johnson Hoffpauir; Rene Carmichael; Sarah Lemons; APR

Guests (4):April Green; Jessica Ippolito; Kelly Fausel; Jenny Mehlow (Incoming 2018 board members)

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> Meeting called to order at 1:03 p.m. 	<ul style="list-style-type: none"> No formal action taken or required 	Melissa Cameron
Approval of September and October meeting minutes	<ul style="list-style-type: none"> Brianne motioned, Mike seconded. All approved. Zero abstained. 	<ul style="list-style-type: none"> Brianne motioned Mike seconded Motion Passed 0 Opposed 0 Abstained 	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> Projected year-end checking balance is \$61,926.39. Bad news is we'll probably end up with a year-to-year net loss. Good news is that net loss is a lot less than last year. We're cutting expenses well, but we're falling short on the revenue side. Need to boost revenue in 2019. And we have the potential to do that with the 2018 International Conference. Sponsorships are another opportunity. Melissa – solo practitioner sponsorships worked well at Bernays. Some agencies are starting to come back in. We also had agencies win awards that had not before that will probably be back around and be interested in more involvement next year. The conference may also attract local agencies that haven't been involved to get involved. Mike – if we can solidify some sponsors early, we can start putting together a conference marketing package to start promotion. Bill – will devote more time to conference when my treasurer responsibilities are done. Blake is willing to help form the ad-hoc planning committee and anyone else on the Board is welcome to be involved. Will need to negotiate with national our share of the sponsorships. They gave 	<ul style="list-style-type: none"> No formal action required or taken 	Bill Gay



Agenda Item	Discussion	Action	Owner
	<p>Boston 20 percent.</p> <ul style="list-style-type: none"> Jenny C – we should ask other chapters what their cuts were. Maybe we say something like – we’d be willing to accept 20 percent if our members get a better deal. 		
<p>Chapter Manager Search and Transition – Roles and job descriptions</p>	<ul style="list-style-type: none"> Melissa – we’re looking at giving some manager hours and tasks to our bookkeeper. Will streamline, make things more efficient, and be easier to find a chapter administrator that doesn’t have to fill a financial role. Jenny – the chapter manager position has worked okay, but there have been some challenges. Manager has been overworked and/or role has been overly demanding. Efficiency is probably the biggest reason. Will also take some of the financial responsibility off of the treasurer, which should make it easier to recruit a treasurer in the future. Having a professional do it will also help us liability-wise. Tracy, our bookkeeper, is willing to take on another 10 hours a month. This will also allow us to pay the administrator less. We currently pay Rene \$50/hour. I want to suggest we pay an administrator \$25/hour. \$23,500/year went to chapter manager in 2017. Historically, we’ve also given Rene a bonus. Bill – there is a lot of double work we’re doing. And a lot by hand and many efficiencies. All of this leaves a lot of room for error. Treasurer would have more of a managerial role over the bookkeeper. Will also need to decide who will hold the credit card. Melissa – get credit card statements online. Tracy – two people should have the credit card – bookkeeper and administrator Jenny – move to approve job descriptions for chapter administrator and bookkeeper Bill – seconded. Jenny – if approved, we can transition more bookkeeping to Tracy now. Will significantly expedite onboarding process for new administrator. Craig – question on administrator job description – any new tasks or changed tasks? Jenny – not a lot, but there were some things I added back that we had taken from Rene when she cut her hours back. Craig – also, in regards to website, Mailchimp, etc. Perhaps some foundational knowledge of HMTL would be helpful. Maria – perhaps explore using another registration platform? Jenny – tech guy at a recent conference said Eventbrite is the best out there. Mike – so many people say they like Eventbrite. 	<ul style="list-style-type: none"> Jenny motioned Bill seconded Motion Passed 0 Opposed 0 Abstained 	<p>Melissa Cameron and Jenny Corsey</p>



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> • Maria – there is a company out there that integrates with your website and looks like your website with lower fees than Eventbrite. • Jenny – let’s talk about this more at a later time. 		
Chapter Manager Search and Transition – Signature Card Changes	<ul style="list-style-type: none"> • Maria – will get new ones, effective January. We just need to fill out and sign the forms. • Melissa – add Krystin, Tracy, Maria and new administrator as well. Take Blake and Bill off. • Bill – will need signature cards for the CDs as well. • Melissa – move to add Krystin, Tracy and Maria to the signature card. Remove Bill and Blake. • Katie seconded. 	<ul style="list-style-type: none"> • Melissa motioned • Katie seconded • Motion Passed • 0 Opposed • 0 Abstained 	Bill Gay/Maria McGregor
Committee Updates	<ul style="list-style-type: none"> • PD: Katie – a lot of ideas lined up for 2018. January will be a mixer, March event established. 26 registered for next week. <ul style="list-style-type: none"> ○ Jenny M – can national tell us which webinars our members are viewing? If so, maybe that’s an opportunity for us to find topics/speakers for a local event. ○ Melissa- communicate the offers better • Holiday Party: Maria – holiday breakfast is Sept. 7 at Breakfast Republic in OB. 8-10 a.m. Free for members and volunteers. Registration page is up. We’re moving forward with purchasing gifts. Looking at options. Perhaps a centerpiece that is a candle, but it separates into individual candles as gifts. 	<ul style="list-style-type: none"> • No formal action required or taken 	Various
Adjourn	<ul style="list-style-type: none"> • Adjourned at 1:43 p.m. 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny

**Activity Reports
October 2017**

President

No report submitted

President-elect/Sponsorship Report

Activities Accomplished

- Attended PRSA Leadership Rally for incoming presidents
- Attended Leadership Assembly as a delegate and voted on bylaw amendments
- Scheduled and prepared for Winter Board Retreat
- Onboarded new board members
- Finalized new job descriptions for bookkeeper and administrator and worked with executive team to review/approve
- Coordinated bylaw amendment approval with National Executive committee counsel
- Found venue for November luncheon and coordinated logistics and pricing for event
- Created 2018 board organization chart
- Assembled chapter manager search committee
- Updated access level for new board members on MyPRSA website
- Secured 2018 board meeting space
- Submitted expenses for Leadership Rally to National
- Facilitated new/old board member transition conversations
- Held call with new board members
- Started to build email list of past chapter presidents for a 2018 gathering
- Coordinated details for new sponsor, Chemistry PR
- Updates to Bernays script for chapter meeting
- Coordinated sponsor benefit fulfillment details
- Update Policies and Procedures Guide
- Met with new board member Kristin Deuber for coffee
- Met with prospective volunteer Staci Reidinger for coffee
- Worked on 2018 chapter calendar
- Presided over October board meeting during Chapter President's absence
- Completed and sent chapter dues form to National
- Helped coordinate ICON 2019 exploratory pursuit
- Reached out to potential February and March speakers for professional development luncheons

Activities Planned

- Lead board retreat
- Assemble board retreat binders for members
- Finalize Policies and Procedures Guide

Past President Report / Masters Roundtable

No report submitted

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

- Took minutes at October board meeting
- Created and sent out September activity report survey
- Collected and compiled September activity reports
- Met with Jenny to assist with board Policies and Procedures Guide update
- Executive Committee counsel

Activities Planned

- Take minutes at November meeting
- Create and send out October activity report survey
- Collect and compile October activity reports
- Collect contact info for 2018 board roster
- Begin collecting new board member bios
- Draft 2018 board calendar
- Executive Committee counsel

Accreditation Report

Activities Accomplished

- PR Boot Camp Reminder sent 4 October
- PR Boot Camp Reminder sent 11 October
- 12 October Bernays Awards dinner APR program recruiting
- 14 October-PR Boot Camp SDSU
- Continued WDC 2018 APR Workshop planning and coordination
- 24 October APRPREP On-line Course Facilitator

Activities Planned

- Participated as Board Representative/APR Chair at the SDSU School of Journalism and Media Communications 10 Year Anniversary Celebration. 8 Nov.
- Conducted preliminary Western District 2018 Conference APR Program discussions with other Western District Chapter APR Chairs
- Created APR AMBASSADOR PROGRAM proposal and campaign plan for 2018-presented to 2018 incoming board on 10 Nov.

Bernays Awards Report

No report submitted

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

- Held a planning meeting for Holiday breakfast event (Kelly Gardner, Katie Nieri and Maria McGregor)
- Outlined responsibilities for holiday event and emailed team, secured and confirmed 9 volunteers
- Emailed dropped PRSA chapter members to see why they dropped membership and if they plan on reinstating
- Held quarterly happy hour (previously this event was the quarterly breakfast), which was more successful than the breakfasts. 15 attendees and made new contacts with non-members who are interested in membership.
- Scheduled mentorship session with associate member.
- Called various restaurants to secure a location for the Holiday party.

Activities Planned

- Secured venue for holiday party
- drafted communications for EventBrite, newsletter and social channels
- drafted agenda; responded to several emails of volunteers who can no longer help out with the event planning
- Met with 2018 membership chair to transfer knowledge
- Met with Treasurer to obtain information on position duties for 2018

- Planning to secure gifts and decor for holiday party
- Planning on obtaining paperwork from bank for check signatures.
- Planning on posting Holiday Breakfast communications to website and social channels.

Professional Development Report

No report submitted

Quality Time Report

Activities Accomplished

- No activities to report

Activities Planned

- Planned conference call with other communications organizations to discuss a 2018 group effort to help non-profits.

Summer Social / Holiday Party Report

No report submitted

Western District Report

Activities Accomplished

- Did not attend national conference.

Activities Planned

- Plan to participate in monthly call.

Chapter Manager Report

No report submitted



Public Relations Society of America
San Diego/Imperial Counties

Board Meeting
11/10/17

(See next page for November financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
11/10/17**

Treasurer's Report
Public Relations Society of America
San Diego and Imperial Counties Chapter

November 1-30 Unreconciled

December 1, 2017

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	10,009.87	10,013.67	10,016.67	
CD (12-mth)	\$20,000	\$20,016.90	20,033.82	20,050.75	20,067.15	20,084.14	
Checking	\$23,830.18	\$28,007.40	29,566.65	32,891.82	48,767.56	34,804.61	
Total	\$53,830.18	\$69,928.39	71,507.96	62,952.44	78,848.38	64,905.42	

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