



Call to Order: 12:34 p.m.
Adjournment: 12:51 p.m.

Led By: President-Elect Melissa Cameron
Secretary: Jenny Corsey, APR

In Attendance (16): Craig Balben, APR; Melissa Cameron; Rene Carmichael; Jenny Corsey, APR; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Danielle Johnson Hoffpaur; Nikki Jimenez; Sarah Lemons; Maria McGregor; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Hope Reilly; Julie Smith-Taylor, APR; Lauren Fimbres Wood
Absent (3): Katie Nieri; Elizabeth A. Pecs, APR, Krystin Williamson

Agenda Item	Discussion	Action	Owner
Minutes Approval	<ul style="list-style-type: none"> Jenny Corsey, APR made a motion to approve the minutes. 	<ul style="list-style-type: none"> Mike Daily, APR, seconded motion, passed, all in favor. 	Jenny Corsey, APR
Holiday Party Update	<ul style="list-style-type: none"> Maria updated the group that 50 people have signed up and logistics are finalized. Team packaged holiday gift bags for attendees. 	<ul style="list-style-type: none"> Maria McGregor, Ann Marie Price to execute event. 	Maria McGregor, Ann Marie Price
2017 Michael Smart Workshop	<ul style="list-style-type: none"> Brianne and Melissa provided event updates, including an early registration invitation to advance previous attendees. Hope Reilly is working to secure a location and encourage cross chapter promotion. 	<ul style="list-style-type: none"> Brianne Mundy, Lauren Fimbres Wood, Hope Reilly to secure venue. 	Brianne Mundy, Lauren Fimbres Wood, Hope Reilly
Annual Report	<ul style="list-style-type: none"> Blake Nelson, APR is working on an annual report and would like input from committees for additions. Jenny Corsey, APR asked everyone to fill out data in the chapter scorecard to evaluate their programs. Rene Carmichael will update Google Docs over the holidays. 	<ul style="list-style-type: none"> Blake Nelson, APR to complete annual report. 	Blake Nelson, APR
Leadership Assembly Update	<ul style="list-style-type: none"> Melissa Cameron provided an update from Leadership Assembly including an overview of the new national strategic plan and new benefits like the savings center and storefront. More details may be found at PRSA National's website. 	<ul style="list-style-type: none"> N/A 	Melissa Cameron

**Activity Reports
November 2016**

President Report

No report submitted

President-elect/Sponsorship Report

No report submitted

Past President Report

No report submitted

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

- Drafted board meeting minutes
- Compiled and formatted activity reports
- Executive committee counsel
- Met with president to transition sponsorship duties

Activities Planned

- Take notes at board retreat
- Update 2017 board roster
- Conduct transition meeting with new secretary
- Send meeting minutes

Accreditation Report

Activities Accomplished

- Conducted Fall APR Readiness Review (5 Nov)

- Continued National Program support regarding establishing a new Community of Practice -“Sustainment”
- Support of APR+M Readiness Review Panels (18 Nov)
- Sent out Online Training Invitation to all Chapter Members (22 Nov)

Activities Planned

- Updated APR 2017 calendar items/information on PRSA website (See planning document)
- Prepare draft budget
- Individual APR Mentoring
- Begin APR Exhibit planning for Western District Conference

Bernays Awards Report

Activities Accomplished

- Thanked Bernays volunteers and sponsors
- Finalized Bernays post-event video
- Posted event communications with members
- Facilitated award re-orders
- Reconciled budget
- Developed survey

Activities Planned

- Facilitate award re-order delivery
- Reconcile budget
- Analyze survey
- Honor volunteers at chapter breakfast

Communication Report

Activities Accomplished

- Established eblast content on a weekly basis, which included information related to the following:
 - Call for 2017 new pros committee members, November Luncheon: Election PR Winners & Losers, Member & Volunteer Appreciation Holiday Breakfast, Bernays Awards re-orders, photos and survey, Twitter chat on PR diversity, blog post on update from PRSSA SDSU chapter, journalist spotlight on Will Bowen of La Jolla Light, and chapter/member news
 - 11/4/16 eblast promoting election PR luncheon had the highest open rate with 24.2% (announcing the proposed 2017 board slate had the highest open rate with 32.9% (273 opens)
 - Election PR luncheon was the link clicked on most from one eblast with 21 clicks
- Posted blog content as available, which included posts on the following and the noted number of views (as of December 13, 2016):
 - Journalist Spotlight: Will Bowen, La Jolla Light – 156 views
 - PRSSA SDSU: Our Plans for 2016-2017 – 138 views

- Social media
 - Posted Chapter programming including o Call for 2017 new pros committee members, November Luncheon: Election PR Winners & Losers, Member & Volunteer Appreciation Holiday Breakfast, Bernays Awards re-orders, photos and survey, Twitter chat on PR diversity, blog post on update from PRSSA SDSU chapter, journalist spotlight on Will Bowen of La Jolla Light, and more
 - Shared trending / viral PR stories, and relevant continued learning stories
 - Facebook fans - 1,244 (increase of 7)
 - Twitter fans – 4,852 (increase of 9)

Activities in Progress

- Member features on New Pro of the Year Lidiya Kravchuk, Southwest Strategies
- Transition meeting scheduled to transition eblast responsibilities to Craig Balben, SDCWA

Diversity Report

Activities Accomplished

- PRSA National Diversity Chapter Award 2016 - Receipt and Promotion
- PRSASDIC Diversity Committee Meeting (Final)
- PRSA National Diversity Committee Twitter Chat Co-host Preparation
- Committee Chair Transition
- Collaboration with AMA San Diego Planning

Activities Planned

- Budget Planning
- Collaboration with AMA San Diego Planning

Ethics Report

No activities required to report.

Membership Report (includes New Pros)

Activities Accomplished

- Monitored and managed 2017 New Pros Committee applications
- Ongoing correspondence with potential and new members regarding membership, and volunteer opportunities
- Routed a board member to member outreach email to all board members regarding the Nov. 15 professional development event
- Attended the November 2016 board meeting (conference call)
- Holiday Breakfast coordination and planning
- Routed a board member to member outreach email to all board members regarding the Holiday Breakfast

Activities Planned

- Holiday Breakfast coordination and planning
- Attend semi-annual board retreat on Dec. 2
- Host and attend the Holiday Breakfast on Dec. 9
- Hold a transitional meeting with Maria McGregor for the membership position
- Announce and coordinate a transitional meeting for the 2017 New Pros Committee
- Assist 2017 New Pros Committee as needed during the transition
- Begin planning and implementation of 2017 diversity events, activities

Professional Development Report

No report submitted

Quality Time Report

No report submitted

Summer Social / Holiday Party Report

No report submitted

Western District Report

No report submitted

Chapter Manager Report

No report submitted

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