



Call to Order: 8:02 a.m. Adjournment: 9:16 a.m.	Led By: President Blake Nelson, APR Secretary: Jenny Corsey, APR
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In Attendance (19): Amber Albrecht, APR; Melissa Cameron; Rene Carmichael; Jenny Corsey, APR; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Jessica Geiszler; Hezekiah Herrera, APR; Nikki Jimenez; Danielle Johnson Hoffpaur; Sarah Lemons; Maria McGregor; Brianne Mundy Page; Blake Nelson, APR; Elizabeth A. Peci, APR, Fellow PRSA; Ann Marie Price; Kristin Reinhardt; Julie Smith-Taylor, APR; Krystin Williamson
Absent (0): None
Guests: Kimberly Deese, New Pros; Natalie Mason, PRSSA

Agenda Item	Discussion	Action	Owner
Minutes Approval	<ul style="list-style-type: none"> Jenny Corsey, APR asked if there were any final edits to the meeting minutes and thanked everyone for turning in their December activity reports. She made a motion to approve the January meeting minutes. 	<ul style="list-style-type: none"> Mike Daily, APR seconded the motion. Motion passed with all in favor. 	Jenny Corsey, APR
Important Reminders	<ul style="list-style-type: none"> Blake Nelson, APR reminded everyone that all board members should strive to attend as many chapter events as possible, and that this is part of their board service duty. She also thanked everyone for turning in reports, an important aspect of chapter transparency for the board. 	<ul style="list-style-type: none"> N/A 	Blake Nelson, APR
2016 Budget: Overview and Priorities	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA provided an overview of the 2016 budget he has been working on, and he noted that this chapter is in excellent financial condition. <ul style="list-style-type: none"> The checking account balance has grown by \$30k from 2008-16. Net income has slipped. We would have been in the red in 2014 without the Western District Conference income. We have budgeted a loss for the past two years, and we beat it in 2015 by \$23k Gay continued to emphasize that we cannot continue to budget losses or realize losses as a chapter, although occasionally we'll need to allow for a big event that requires upfront funds to secure venues and things like that. Blake Nelson, APR reiterated that our two main budget priorities are offering high quality services to our membership and the development and maintenance of chapter infrastructure. Expenditures must relate to either or both of those priorities in some way. General board discussion on the budget overview: <ul style="list-style-type: none"> Elizabeth A. Peci, APR, Fellow PRSA noted that keeping a healthy balance allows us to stretch and take risks while still doing 	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA to make budget changes discussed and send revised budget back to executive committee and the board for final review. 	Bill Gay, APR, Fellow PRSA



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	<p>things that are fiscally responsible. From an ethical standpoint, this makes sense and is a strong position.</p> <ul style="list-style-type: none"> ○ Amber Albrecht, APR noted that we often wait on money to come in from events planned well in advance. Gay responded that keeping a healthy checkbook balance allows to cover those types of large expenses. ○ Peci asked why the copies/printing category seemed so high. Nelson responded that this figure is a compilation of expenses from all committees. Mike Daily, APR noted that the APR program requires considerable printing of promotional materials, and Melissa Cameron mentioned that the Bernays Awards print sponsor doesn't always cover everything needed for the event. ○ Rene Carmichael said that credit card processing fees remain an issue and she is looking into a solution. 		
<p>Committee Budget Presentation: APR</p>	<ul style="list-style-type: none"> ● Mike Daily, APR presented the APR budget and posed a question to the board: is our goal to break even or make profit on this program. He also mentioned that he will be appointed to an APR national task force. <ul style="list-style-type: none"> ○ Blake Nelson, APR responded that since this program offers an educational benefit, we should aim to break even. ○ Jenny Corsey, APR agreed, noting that the APR program is seen by some as a profit driver on a national level, so this would send the right message to our membership. ● Brianne Mundy Page asked if any non-chapter members pursue the APR and if a price difference exists between our boot camps and others. <ul style="list-style-type: none"> ○ Bill Gay, APR, Fellow PRSA replied that some do, and the boot camps generate memberships in this area. We have a lower price, and this is part of what helped rejuvenate the APR program. 	<ul style="list-style-type: none"> ● Mike Daily, APR to make any relevant budget changes and send revised budget back to executive committee and the board for final review. 	<p>Mike Daily, APR</p>
<p>Committee Budget Presentation: Bernays Awards</p>	<ul style="list-style-type: none"> ● Nikki Jimenez presented a brief overview of the Bernays Awards budget; in summary, the committee would like to increase the total budget by \$150. <ul style="list-style-type: none"> ○ The budget would include increased funds for better AV quality, in keeping with previous feedback, and cutting things like judging parties to cover that cost. ○ Blake Nelson, APR suggested the committee consider working with SDSU's student video group to save on AV costs. ○ Melissa Cameron pointed out that if we cut any catering or venue costs, we would end up cutting potential income from attendees ○ Krystin Williamson said the committee will try to increase the 	<ul style="list-style-type: none"> ● Nikki Jimenez and Krystin Williamson to make any relevant budget changes and send revised budget back to executive committee and the board for final review. 	<p>Nikki Jimenez and Krystin Williamson</p>



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	<p>number of student entries this year, and also keep the award categories the same, to increase overall submission numbers. She also emphasized that improved visuals and better sound quality is critical for a successful event.</p> <ul style="list-style-type: none"> ○ Jenny Corsey, APR asked about how much money we are earning through duplicate award offers, as this can sometimes depend on the number of submissions and the number of wins. Melissa said their vendor charges much more for the duplicates than the originals, so we don't actually make much on those. Jessica Geizler suggested an alternate vendor for consideration. 		
<p>Committee Budget Presentation: Holiday Party</p>	<ul style="list-style-type: none"> • Jessica Geizler stated that the committee is looking for a new venue. <ul style="list-style-type: none"> ○ Amber Albrecht, APR noted that the previous location posed significant traffic and parking problems. • Everyone agreed this should continue to be a free event and the proposed event budget looks good. 	<ul style="list-style-type: none"> • Jessica Geizler to identify new venue later in the year for the event. 	<p>Jessica Geizler</p>
<p>Committee Budget Presentation: Membership</p>	<ul style="list-style-type: none"> • Ann Marie Price said the membership budget will only increase by \$20 because Western District dues increased to \$300. <ul style="list-style-type: none"> ○ Bill Gay, APR, Fellow PRSA said we should be conservative with our membership dollars and ask National for a formula ○ Julie Smith Taylor, APR noted that since district dues are now being paid by national directly, we should cut this from our budget. 	<ul style="list-style-type: none"> • Ann Marie Price to check on district dues and adjust budget accordingly. 	<p>Ann Marie Price</p>
<p>Committee Budget Presentation: Professional Development</p>	<ul style="list-style-type: none"> • Brianne Mundy Page presented the professional development budget and her rationale for the costs. She noted the committee is planning six events, including the upcoming Michael Smart workshop, so they calculated an average cost. <ul style="list-style-type: none"> ○ Blake Nelson, APR suggested that the committee pursue sponsorships for each event to help build a profit margin, and to work with Melissa Cameron on this outreach. Also, Michael Smart's fee should go under the entertainment category in the budget. ○ Jenny Corsey, APR suggested pursuing an AV sponsor specifically for venues that don't offer this as part of a package. ○ Corsey is putting together a database of venues that the whole board will help populate to help identify new places for events. 	<ul style="list-style-type: none"> • Brianne Mundy Page to work with Melissa Cameron to identify a sponsor for the next professional development event. • Jenny Corsey, APR to finalize and route venue database to board for input 	<p>Brianne Mundy Page</p>



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Committee Budget Presentation: New Pros	<ul style="list-style-type: none"> • Ann Marie Price presented the New Pros budget. <ul style="list-style-type: none"> ○ Blake Nelson, APR noted that the budget did not project income from events, so that needs to be factored into the revision. ○ Price noted that membership covers \$750 and New Pros covers \$750 for our annual scholarship ○ Jenny Corsey, APR suggested we offer a cash-at-the-door option to avoid credit card fees on low ticket events like mixers. Nelson suggested we consider charging more for people who want to pay with a credit card online. 	<ul style="list-style-type: none"> • Ann Marie Price to make any relevant budget changes and send revised budget back to executive committee and the board for final review. 	Ann Marie Price
Committee Budget Presentation: Summer Social	<ul style="list-style-type: none"> • Maria said the Summer Social budget would remain the same, although there are increases in some areas and decreases in others. • Jessica Geizler explained that the budget would change soon because the venue is not yet confirmed. • Blake Nelson, APR said we should keep the focus of this event on revenue generation, noting that attendance has been good and the silent auction really helps bring in profit. 	<ul style="list-style-type: none"> • Jessica Geizler and Maria McGregor to finalize event venue and update budget as needed. 	Jessica Geizler and Maria McGregor
Committee Budget Presentation: Diversity	<ul style="list-style-type: none"> • Hezekiah Herrera, APR presented the diversity budget and reviewed an idea for a possible lunch-and-learn event focused on diversity. <ul style="list-style-type: none"> ○ The event would be a teleseminar and in-person event with Dr. Bernardo Furman, a noted diversity expert. He is asking for a \$1,000 speaking fee, which is a reduced rate. ○ Jenny Corsey, APR noted that we typically do not pay speaker fees, including keynotes at the district conferences, so we should only move forward with this event if a sponsorship can fully cover all related costs. • Herrera also provided an update on the upcoming diversity mixer. He noted that the price increased at the venue because of the larger room we will be using. AMA will be an equal partner with a \$1,000 sponsorship, which means they will share profit and loss. <ul style="list-style-type: none"> ○ Jenny Corsey, APR suggested that the projected income take the shared profit with AMA into consideration. 	<ul style="list-style-type: none"> • Hezekiah Herrera, APR to make any relevant budget changes and send revised budget back to executive committee and the board for final review. Herrera also to pursue sponsorship and confirm before moving ahead with the teleseminar option. 	Hezekiah Herrera, APR
Committee Budget Presentation: Quality Time	<ul style="list-style-type: none"> • Julie Smith Taylor, APR presented her budget and suggested we drop the catering to save money on the event. 	<ul style="list-style-type: none"> • Julie Smith Taylor, APR to make any relevant budget changes and send revised budget back to executive committee and the board for final review. 	Julie Smith Taylor, APR



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Committee Budget Presentation: Senior Roundtables	<ul style="list-style-type: none"> Blake Nelson, APR suggested we table discussion on the roundtables or discuss offline as the meeting ran long. All agreed 	<ul style="list-style-type: none"> Blake Nelson, APR to make any relevant budget changes and send revised budget back to executive committee and the board for final review. 	Blake Nelson, APR

**Activity Reports
January 2015**

President / Masters Roundtables

Activities Accomplished

- Participated in first board conference call

Activities Planned

- Executive counsel to complete budget approval

President-elect/Sponsorship Report

Activities Accomplished

- Finalized second APR sponsorship
- Followed up with expiring sponsorships
- Prepared plan for 2016

Activities Planned

- Follow up with expiring sponsorships
- Review list of past sponsors to approach about coming back
- Work with professional development to look at sponsorship options for February event

Past President Report

Activities Accomplished

- Attended Senior Roundtable

Activities Planned

- Working on future roundtable format and timing

Treasurer Report

Activities Accomplished

- Developed the 2016 Chapter Budget
- Rebuilt budget worksheet and monthly budget trackers
- Handled chapter finances

Activities Planned

- Distribute monthly financial tracker
- Handle chapter finances
- Make recommendations to insure balance budget

Secretary Report

Activities Accomplished

- Maintained Outlook calendar announcements
- Updated board roster with new contact information
- Drafted January board meeting minutes
- Compiled and formatted December activity reports
- Executive Committee counsel
- Assisted Diversity Chair with mixer logistics

Activities Planned

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

Accreditation Report

Activities Accomplished

- Communicated APR online training Announcement-Spring Session
- Submitted Western District APR Center of Excellence proposal
- Participated as APR Online Program Facilitator
- Submitted proposed 2016 APR Committee budget

- Added APR “Mentor Request” Process to chapter website
- Mentored 1 APR candidate
- January- 2 New APR+M's- Richard David Hecht (Coronado) and Rachel L. Nolan (San Marcos)

Activities Planned

- Continued APR candidate mentoring
- Discussions with the Western District Board regarding the WD APR Task force
- Spring Online Course Facilitator
- APR recruiting at the 24 February PRSA Leadership presentation

Bernays Awards Report

Activities Accomplished

- Met with Melissa Cameron and Brooke Joller to transition committee chairs
- Submitted Bernays PR plan to Blake Nelson
- Submitted Bernays budget to Bill Gay
- Submitted "About" Bernays committee and overview of volunteers to Rene for website and Ann Marie Price for volunteers
- Submitted updated bio to Rene Carmichael for PRSA SD/IC website
- Connected Diversity committee with ethnic community groups for co-host sponsorships

Activities Planned

- Meeting with Krystin on 2/9/16 to review Bernays plan and timeline
- Start recruiting volunteers
- Identify judging chair

Communication Report

Activities Accomplished

- Established e-blast content on a weekly basis, which included information related to the following:
 - Promotion of National PRSA Chair event in February, New Pros "Pizza and Beer" Night, January Brooklyn Girl Eatery Mixer, new chapter resource directory, Diversity Mixer, Western District Conference call for speakers, Cool Tool, Trending Now Articles, among others
 - 1/6/16 January Mixer, Resource Directory, WDC call for speakers and trending now eblast had highest open rate with 25.7% (278 opens)
 - The Forbes article on Seven PR Trends to Know in 2016 was the link clicked the most (26 clicks)
- Secured volunteers to coordinate member features and journalist spotlights
- Researched and posted Cool Tools and trend articles
- Reached out to Michael Bardin, Scripps Health, and Mike Daily, APR for member features

Activities Planned

- Drafting February journalist / member spotlights

- Holding first Communication Committee meeting on February 9
- Working with Mike Daily on monthly APR article to feature in eblasts/website

Diversity Report

Activities Accomplished

- Diversity Committee Budget
- Diversity & Inclusion Strategic Plan Review
- Diversity Committee Administrative Tasks - new member on boarding, calendar, project management
- San Diego Diversity Mixer Planning - partner and sponsor development

Activities Planned

- Diversity Lunch & Learn Event Planning
- PREP (Early Outreach Program) Exploratory Call with Reality Changers
- Publication of Paradigm Shift featuring Music Watson, APR
- San Diego Diversity Mixer Marketing

Ethics Report

No report submitted.

Membership/ Education/Holiday Party Report (includes New Pros)

Activities Accomplished

- Held transition meeting for 2016 New Pros Committee at Coffee Bean & Tea Leaf in Mission Valley
- Secured new events chair/treasurer for New Pros due to member (Erica Gadbois) needing to leave her position(s) due to a career change

Activities Planned

- Solidify first New Member breakfast for March (1st quarter)
- Meet with Jessica Geiszler regarding Holiday Breakfast
- Assist New Pros in successfully executing their next educational event, which will be a tour and Q&A for San Diego Magazine

Professional Development Report

Activities Accomplished

- Coordinated and executed mixer at Brooklyn Girl in Mission Hills
 - 51 registered, 39 checked in

Activities Planned

- Planning logistics for members-only presentation by PRSA National Chair Mark McClennan, APR at Roy's La Jolla

- Topic: Navigating the future of PR and PRSA

Quality Time Report

Activities Accomplished

- Created goals and objectives and a budget submitted to the executive committee.
- Adjusted the budget as recommended by the executive committee.

Activities Planned

- Review budget to see where further cuts can be made.
- Complete budget and formal plan with buy-in from committee co-chair and volunteer.

Summer Social / Holiday Party Report

Activities Accomplished

- Reviewed 12 potential summer social venues
- Completed four site visits
- Finalized top pics, presented them to the executive team
- Readjusted event budget per board request
- Team meeting: finalized the sponsor letter, sponsor packages, silent auction letter and form, and ticket prices
- Established a preliminary menu
- Locked in a graphic designer to develop a logo, letterhead, flyer, social media graphics, etc.

Activities Planned

- Finalize event venue for summer social
- Post/send silent auction letter
- Develop and pursue themes
- Lock in all volunteers
- Finalize the PR, social media and communications plan
- Post the event online
- Aggressively seek sponsors and silent auction items.

Western District Report

No report submitted.

Chapter Manager Report

Activities Accomplished

- Resource Directory - information publicized, new form for collecting submissions, invoices and new listings set up.



- Events - Jan meeting registration, prepped name badges for event and worked check in, plus registration follow up, report and invoicing. Worked with committees to go live on Feb, Feb Masters and Diversity registration.
- Website/Eblasts - created event pages for upcoming events, news items for member and chapter news; board bio updates; set up eblasts for distribution and created graphics for eblasts and website as needed.
- Other admin - helped review budget, committee reports; research on Masters ribbons; set up chapter pay pal account; finished setting up chapter QuickBooks access

Activities Planned

- Feb/March event support
- Committee pages on website
- Changing credit card processing to Event Brite
- Website and eblast support
- Finish year end clean up of database, files and reports that didn't get finished last month.

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