



Call to Order: 8:06 a.m. Adjournment: 9:06 a.m.	Led By: President Blake Nelson, APR Secretary: Jenny Corsey, APR
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In Attendance (17): Amber Albrecht, APR; Melissa Cameron; Rene Carmichael; Jenny Corsey, APR; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Jessica Geizler; Hezekiah Herrera, APR; Nikki Jimenez; Danielle Johnson Hoffpaur; Sarah Lemons; Maria McGregor; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Kristin Reinhardt; Krystin Williamson
Absent (2): Elizabeth A. Peci, APR, Fellow PRSA; Julie Smith-Taylor, APR
Guests: None

Agenda Item	Discussion	Action	Owner
Icebreaker	<ul style="list-style-type: none"> Hezekiah Herrera, APR led a diversity-themed icebreaker for the group 	<ul style="list-style-type: none"> N/A 	N/A
Minutes Approval	<ul style="list-style-type: none"> Jenny Corsey, APR asked if there were any final edits to the meeting minutes. She made a motion to approve the February meeting minutes. 	<ul style="list-style-type: none"> Jessica Geizler 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 try to attend the diversity mixer and as many chapter events as possible as part of their board service. At the mixer, everyone is requested to reach out to new people instead of talking to people they already know Amber Albrecht, APR noted that several senior practitioners liked the Mark McClellan event and thought our chapter was headed in the right direction. Nelson also reminded the board that volunteers pay regular fees for all events, a necessity to ensure the chapter makes a profit on each event. Nelson asked everyone to send content for their committees to Rene Carmichael to update the website for their pages. Nelson updated the board that Jenny Corsey, APR and the communications committee will be re-launching the blog soon. Nelson also told everyone she is expecting in July so Melissa Cameron, president-elect, will cover her presidential duties that month. 	<ul style="list-style-type: none"> All to send website content to Rene for committees 	Blake Nelson, APR
2016 Budget Update	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA provided a budget update. We are balanced and show a positive result because we had two sponsorships from last year that are hitting this year. Blake Nelson, APR thanked everyone for working together to help achieve a balanced budget. 	<ul style="list-style-type: none"> N/A 	Bill Gay, APR, Fellow PRSA
Budget Amendment:	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA reviewed the SDSU support amendment to the budget and recommended that we accept it. 	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA made a motion to authorize up to 	Bill Gay, APR, Fellow PRSA and



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SDSU Support	<ul style="list-style-type: none"> • This includes an annual archival fee of \$100 and \$100 parking sponsorship for the SDSU internship panel event we are supporting. • Gay noted that SDSU really stepped up during his tenure as APR chair by hosting workshops and created a professional development opportunity for our members. • Blake Nelson, APR expressed concern about the increased travel costs. • Julie Smith Taylor, APR expressed hesitancy about the BIACOM sponsorship because it doesn't directly relate to public relations. • Jenny Corsey, APR reminded that since Nuffer Smith Tucker is a sponsor and BIACOM's theme this year is digital communications, our sponsorship would be relevant and we should have a booth. Many of our members are former journalists so this could be good exposure. • Nelson noted that lower levels of sponsorship are available, but these options do not come with a booth. • Brianne Mundy Page agreed with Corsey that if we sponsor, we should have a booth. This would be good exposure among journalists. • Amber Albrecht, APR wondered how the sponsorship relates to the Glen Broom Center, which we want to support as a chapter. Nelson will find out more from Bey-Ling Sha. • Melissa Cameron asked if we could negotiate a lower sponsorship and ask for a booth. She also noted we should add more SDSU activities to the sponsorship package, including encouraging student award submissions. • Gay made a motion to authorize up to \$4,100 to the Glen Broom Center for the items listed in the package with the stipulation that we get to ask for a lower sponsorship. • Nelson will work with SDSU to finalize the package. 	<p>\$4,100 to the Glen Broom Center for the items listed in the package with the stipulation that we get to ask for a lower sponsorship. Amber Albrecht seconded the motion. All in favor. Motion passed.</p>	Blake Nelson, APR
May Program Discussion	<ul style="list-style-type: none"> • Hezekiah Herrera, APR presented a "lunch and learn" program option, along with a proposed budget, for consideration. <ul style="list-style-type: none"> ○ The proposed speaker is Bernardo Ferdman, Ph.D. and the topic is "What is Inclusion and Why Does It Matter?" ○ Focuscom would like to sponsor the program at the \$500 level. • Rene noted we should include credit card fees in the budget discussion for all programs. On average the cost is 3% for each credit card and an up to \$5 event plus processing cost. • Bill Gay, APR, Fellow PRSA asked for more detail about the topic. Herrera said the topic is about inclusion and the speaker would tailor it for the communication field. • Brianne Mundy Page is looking at venue options and is onboarding a new 	<ul style="list-style-type: none"> • Brianne Mundy Page to finalize May program topic and venue, begin promotion to members. • Hezekiah Herrera, APR to check with Dr. Ferdman on September timing 	Brianne Mundy Page



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	<p>committee volunteer named Melissa who will help.</p> <ul style="list-style-type: none"> ○ Lafayette in North Park is an option but has limited parking ○ Illumina is also an option, and Jenny Corsey, APR has a good connection there. ○ Amber Albrecht, APR noted that Dr. Ferdman is a professor at Alliant University and we should ask them to sponsor. Melissa Cameron suggested starting the ask with Guadalupe Corona. <ul style="list-style-type: none"> ● Corsey asked if there were other topics being considered for the May event. Although she liked the diversity topic, she thought we should offer the membership a practical professional development topic at least once during the first half of the year. She suggested an updated standards and measurement program, including an overview of the new Barcelona Principles 2.0. We could table the diversity theme until September and do a program related to ethics with a panel discussion. <ul style="list-style-type: none"> ○ Albrecht also liked the topic but said members frequently ask for information about the Barcelona Principles ○ Gay agreed the topic would go well with the ethics theme ● Herrera thinks that inclusion is a viable topic with interest from sponsors and we can leverage the momentum from the mixer ● Nelson asked Herrera to huddle with Dr. Ferdman and see if September is an option for him. 		
<p>Summer Social Update</p>	<ul style="list-style-type: none"> ● Jessica Geizler shared that the Summer Social will take place at Petco Park on June 16. We have a semi-private space upstairs and then attendees will go to the game that evening. ● Sponsorships are still available. ● The silent auction item letter and graphics are completed, and the event is posted on Event Brite. The board member price will be \$50. 	<ul style="list-style-type: none"> ● Jessica Geizler and Maria McGregor to collect silent auction items and pursue sponsorships. 	<p>Jessica Geizler and Maria McGregor</p>
<p>Bernays Award Update</p>	<ul style="list-style-type: none"> ● Nikki Jimenez updated the board that the Bernays Awards will be held on October 20. The committee's priority is locking down a venue that can support our audio visual needs. ● The committee is currently working to set a communications timeline and will meet soon. ● Krystin Williamson noted that the committee is looking for a judging chair and the committee needs help with judging entries, specifically APRs. The Houston partner chapter has an earlier event and their judging timeline occurs during April. 	<ul style="list-style-type: none"> ● Nikki Jimenez and Krystin Williamson to lock down venue, identify a judging chair and set the communications timeline. 	<p>Nikki Jimenez and Krystin Williamson</p>



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Adjournment	<ul style="list-style-type: none"> Blake Nelson, APR adjourned the meeting and reminded everyone that we will have a conference call next month 	<ul style="list-style-type: none"> N/A 	Blake Nelson, APR

**Activity Reports
February 2015**

President/Masters Roundtables

Activities Accomplished

- Held sold out Masters Roundtable with Mark McClennan

Activities Planned

- Finalizing discussion topic for May; considering big data

President-elect/Sponsorship Report

Activities Accomplished

- Secured renewal for C3 sponsorship
- Reached out to existing sponsors for renewals
- Coordinated with committees on event sponsorships

Activities Planned

- Developing list of potential new sponsors
- Following up about sponsor renewals
- Developing add-on sponsorship packages

Past President Report

Activities Accomplished

- Supported Masters Roundtable held with PRSA National Chair

Activities Planned

- Plan next roundtable

Treasurer Report

Activities Accomplished

- Finalized budget
- Provided monthly P&L
- Paid bills and made deposits

Activities Planned

- Prepare chapter tax records for CPA

Secretary Report

Activities Accomplished

- Maintained Outlook calendar announcements
- Updated board roster
- Drafted February board meeting minutes
- Compiled and formatted January activity reports
- Executive Committee counsel

Activities Planned

- Draft March board meeting minutes
- Collect and format committee activity reports
- Help Communications Committee launch blog

Accreditation Report

Activities Accomplished

- Discussed potential APR+M Coordinator Position with Carl Redding, APR+M
- Mentored 1 APR Candidate
- Appointed as Western District Task Force Chair (2/5)
- Spring Online Course Facilitator
- Chapter APR recruiting - 24 Feb PRSA Leadership Presentation
- Western District Task Force member recruitment (2/19-2/26)
- APR/APR+M Pinning ceremony - SDSU PAO Alumni Reunion Dinner
- APR recruiting activities - PRSA Chapter event- (2/24)
- APR pinning - PRSA Chapter Event-2/24
- One (1) APR Drop - Sara Wacker (membership lapse - investigating)

Activities Planned

- Preparation for April is APR Month Campaign
- Preparation for Chapter APR Boot Camp
- Chair the Western District APR Task Force
- APR Online Course Facilitator-Spring Cohort

Bernays Awards Report

Activities Accomplished

- Finalized budget
- Secured graphics sponsor - Seanny Lieu
- Secured printing sponsor - San Diego Printers
- Secured events chair volunteer - Derek Hanley
- Recruited one volunteer - Lidiya
- Sent updated committee and volunteer needs to Rene/Ann Marie
- Connected with Bey-Ling Sha for student Bernays timeline
- Recruited a volunteer to lead the Student Program

Activities Planned

- More venue walk-throughs and selecting venue
- Secure more volunteers
- Secure judges for PRSA Huston
- Finalize student entries timeline
- Review Call for Entries content
- Finalize Bernays timeline

Communication Report

Activities Accomplished

- Established e-blast content on a weekly basis, which included information related to the following:
 - Promotion of PR Trends educational event with National Chair Mark McClennan, San Diego Diversity Mixer, Western District Conference early-bird rates, PRSA Presidents' Day group membership promotion, Cool Tool (RescueTime), call for mentors for New Pros Mentor Program, and Diversity Spotlight on Music Watson, among others.
 - 2/3/16 February PR Trends event, Diversity Mixer, WDC early-bird registration, and promoting PR news in Times of San Diego column eblast had highest open rate with 23.7% (252 opens)
 - The PRSA SD/IC job board was the link clicked on the most from one eblast (22 clicks)
- Social Media:
 - Posted Chapter programming including February event with Mark McClennan, Diversity Mixer, new pros events, and mentorship program
 - Live tweeted from chapter Twitter account during PR Trends event with National Chair Mark McClennan
 - Supported partner organizations including the Western District Conference

- Shared trending / viral PR stories, latest cool tools, and relevant continued learning stories
- Facebook fans - 1,195 (increase of 7)
- Twitter fans – 4,788 (increase of 9)
- Our highest-engaged organic Facebook posts included:
 - PR Organization Tips 2/28
 - Mark McClennan Event Follow Up 2/26
 - Writing Tips 2/11
- Held first meeting with full Communication Committee on February 9
- Researched and posted Cool Tools and trend articles
- Coordinated member feature on Mike Daily, APR and reached out to Lynne Friedmann, APR for member feature
- Reached out to Pablo Sainz of Hoy San Diego, formerly Enlace, for journalist spotlight

Activities Planned

- Drafting March and April journalist/member spotlights
 - Finalizing March journalist spotlight on Pablo Sainz of Hoy San Diego and tying in with Diversity Mixer
 - Reaching out to Julie Blair with Children’s Miracle Network Hospitals who is attending PRSA social marketing conference in Orlando for April member feature. Her feature will include key takeaways from the conference.
- Continue content calendar for social media posts

Diversity Report

Activities Accomplished

- Diversity Budget Proposed
- Diversity Blog Article Published: Featured Music Watson, APR
- San Diego Diversity Mixer Event Promotion PREP (Outreach Program): Participated in Sweetwater High School Career Day

Activities Planned

- Board Member Diversity & Inclusion Exercise
- San Diego Diversity Mixer Event Execution
- Lunch & Learn Event Planning
- Interview for next diversity article
- PREP (Outreach program)

Ethics Report

No report required.

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

Activities Accomplished

- Planned and confirmed all New Member Breakfasts through the rest of the year at the Corner Bakery Cafe in Mission Valley
- Coordinated first round of board member to member outreach
- Corresponded with several new members throughout the month
- Corresponded with New Pros Committee re upcoming events and Membership Committee progress

Activities Planned

- Coordinate next round of board member to member outreach
- Host first New Member Breakfast at the Corner Bakery Cafe in Mission Valley on Thursday, March 17
- Work with the New Pros Committee on March event

Professional Development Report

Activities Accomplished

- February - Presentation by PRSA national chair Mark McClennan - A Star to Sail Her By: Navigating the Future of PR and PRSA with Mark McClennan, APR & PRSA National Chair
 - Held February 24 at Roy's La Jolla
 - Event sold out quickly at 30 - 25 attended
 - Feedback from attendees was very positive: Mark was very engaging, venue location was good, adequate parking, time was early enough to avoid some traffic and not cut too much into the evening, food was delicious, and several people like the exclusivity (members only) and intimacy of the event.

Activities Planned

- Nothing planned for March or April - chapter is promoting the Diversity Mixer and Western District Conference
- Looking ahead to May- possibly partnering with Diversity Committee on a lunch and learn featuring Bernardo Ferdman, Ph.D. Topic: "What is inclusion and why does it matter?" Diversity Committee is working to secure sponsorships to cover speaker fee
- Programming is working on a venue and alternative topics/speakers as backup in the event that sponsorships are not obtained

Quality Time Report

Activities Accomplished

- Presented a reduced budget that eliminates alcohol from event that produced a savings of more than \$700

Activities Planned

- Work on a formal description of the Quality Time event to be included in the Policies & Procedures for the chapter long-term
 - First draft will be presented to the Board by end of the first quarter

Summer Social / Holiday Party Report

Activities Accomplished

- Reviewed 12 venues, toured four and reduced options to just two for presentation to the executive board

- Finalizing the event venue this week

Activities Planned

- Silent Auction letter will be updated and posted to our website and on social media channels
- Develop communications plan
- Set meeting schedule
- Recruit and engage volunteers

Western District Report

Activities Accomplished

- Participated in board conference call
- Shared ideas for district APR task force/committee

Activities Planned

- Promote Western District Conference
- Approach board regarding chapter event promotion during conference
- Schedule chapter visit for WD board chair
- Participate in board meeting

Chapter Manager Report

Activities Accomplished

- February event - registration, waitlist, ordered new name badge ribbons, prepped name badges for event, event check in and report
- Website and eblast activities

Activities Planned

- Finish some archiving activities from the end of the year that haven't been done
- Get new information up on the website for committees and upcoming events

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