



Call to Order: 8:02 a.m. Adjournment: 8:48 a.m.	Led By: President Blake Nelson, APR Secretary: Jenny Corsey, APR
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In Attendance (16): Amber Albrecht, APR; Melissa Cameron; Rene Carmichael; Jenny Corsey, APR; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Jessica Geiszler; Nikki Jimenez; Danielle Johnson Hoffpauir; Sarah Lemons; Maria McGregor; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Julie Smith-Taylor, APR; Krystin Williamson
Absent (3): Hezekiah Herrera, APR; Elizabeth A. Pecs, APR, Fellow PRSA; Kristin Reinhardt
Guests: Natalie Mason

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. She made a motion to approve the March meeting minutes. 	<ul style="list-style-type: none"> Mike Daily, APR seconded the motion. Motion passed with all in favor. 	Jenny Corsey, APR
Budget Update	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA provided a budget update. The profit and loss statement resulted in a net income of \$990 and a positive bottom line through the first quarter. He will send a breakout with more details once the quarter's final expenses are categorized. 	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA to send first quarter budget breakout. 	Bill Gay, APR, Fellow PRSA
Financial Audit Proposals	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA thinks it would be fiscally prudent for the chapter to conduct an audit and begin doing this on a three-year cycle. We have not done an audit in several years, and organizations may ask for this data when we solicit sponsorships. The chapter's CPA provided two proposal options: a full audit for \$3,600 and a reviewer audit for \$2,500. Amber Albrecht, APR noted that spending the money for this audit will save us money and challenges down the road if we get it done now. Mike Daily, APR wondered if the chapter bylaws spoke to this as a requirement. <ul style="list-style-type: none"> Rene Carmichael replied no, but it might be in the policies and procedures document. Gay said we should add this to a future bylaws revision. Gay made a motion to conduct a \$2,500 audit of 2015 expenses. Albrecht seconded the motion. All in favor. Motion passed. 	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA made a motion to. Amber Albrecht, APR seconded the motion. All in favor. Motion passed. 	Bill Gay, APR, Fellow PRSA



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APR Event Discount Discussion	<ul style="list-style-type: none"> • Mike Daily, APR asked the board to entertain the idea of chapter event discounts for APRs and APR+Ms. This could be a local incentive to drive event attendance and increase the value of an APR. Daily also said this could be a good marketing strategy, and could even attract APRs from other chapters to our events. • Blake Nelson, APR agreed this is a good idea and suggested Mike check with the events committee about feasibility. • Jessica Geizler noted that the cost savings could help those who need an extra push to get their APR. • Bill Gay, APR, Fellow PRSA suggested the idea might give employers an incentive to provide training support to accredited employees. • Daily will run a cost analysis with his committee and report back to the board with a recommendation. 	<ul style="list-style-type: none"> • Mike Daily, APR to run a cost analysis with his committee and report back to the board with a recommendation. 	Mike Daily, APR
SDSU Partnership	<ul style="list-style-type: none"> • Blake Nelson, APR outlined an update on our SDSU partnership. The total donation is \$3,150 which includes support for the BINACOM conference, Senior Send Off event and student travel for conferences. • Nelson explained that we successfully negotiated a lower sponsorship level for BINACOM and retained our option to host a table. We need volunteers to staff the table on April 23. <ul style="list-style-type: none"> ○ Jenny Corsey, APR volunteered to staff. Nelson asked for at least one more person to attend. • We will also host a table at the Senior Send Off on May 2 • Nelson said that the funds donated for student travel can go through the Glen Broom Center, but the other two donations were unrelated and separate. <ul style="list-style-type: none"> ○ Mike Daily, APR suggested the chapter explore developing a deeper relationship with the Glen Broom Center but didn't have further ideas at this time. • Natalie Mason commented that about 10-12 students have been able to attend events out of a class with 15 graduating seniors. She said that the chapter's support has made a huge impact on their careers. 	<ul style="list-style-type: none"> • Blake Nelson, APR to identify a second volunteer to host the PRSA table at BINACOM on April 23. 	Blake Nelson, APR
Update on Western District Conference Awards	<ul style="list-style-type: none"> • The chapter nominated Marisa Vallbona, APR, Fellow PRSA for the Western District Platinum Service Award, which she won and will be recognized for at the 2016 conference. We will receive a news release template for local publicity efforts. 	<ul style="list-style-type: none"> • Danielle Johnson Hoffpaur and Sarah Lemons to draft and disseminate news release announcing Vallbona award win. 	Julie Smith-Taylor, APR



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May Program Update	<ul style="list-style-type: none"> Brianne Mundy Page said that Brent Diggins, SVP from Allison+Partners will review the latest measurement strategies and talk about the Barcelona Principles at our May event. The luncheon will be held at the American Red Cross headquarters building. Blake Nelson, APR mentioned that the board price was increased slightly to help cover the credit card processing fees. Page said we may add a webinar option for those who cannot attend. 	<ul style="list-style-type: none"> Brianne Mundy Page and Krystin Reinhardt to continue coordinating May event. 	Brianne Mundy Page
Summer Social Update	<ul style="list-style-type: none"> Jessica Geizler provided an update about the Summer Social event venue, where they are scheduled for a site visit this month to work on logistics and finalize the event plan. The committee met this week as well. The team has raised \$3500 in donations for the silent auction to date and is seeking additional items in the entertainment sector as well as in-kind donors and sponsors for the various packages. 	<ul style="list-style-type: none"> Jessica Geizler and Maria McGregor to continue pursuing sponsors and silent auction items. 	Jessica Geizler and Maria McGregor
Bernays Award Update	<ul style="list-style-type: none"> Nikki Jimenez and Krystin Williamson provided an update on the Bernays Awards event, which is on track. Williamson sent 20 of our judges over to the Houston chapter, which is working on a new online judging portal to better organize content and keep entries confidential Williamson secured Tom Hamm's Lighthouse and put down venue deposit The committee secured a designer to execute the nautical decor theme. Melissa Walsh is helping draft social media content and reach out to students to drive entries. The Call for Entries is due out May 2. Jenny Corsey, APR asked if Houston is using the same system as PRSA National uses for Anvil judging. Melissa said they are probably not using Open Water because it is really expensive. Corsey suggested we check with PRSA National on a possible deal to use the system ourselves. 	<ul style="list-style-type: none"> Nikki Jimenez and Krystin Williamson to send Call for Entries on May 2. 	Nikki Jimenez and Krystin Williamson
Blog Update	<ul style="list-style-type: none"> Jenny Corsey, APR said that the chapter blog is on track to launch in mid May on time for promotion at our next event. The communications committee is seeking content from membership and board members. Julie Smith-Taylor, APR offered to write a blog post with a recap of the Western District Conference. Mike Daily, APR offered to help with content from the APR group. 	<ul style="list-style-type: none"> Jenny Corsey, APR to continue building out blog content with communications committee. 	Jenny Corsey, APR



Agenda Item	Discussion	Action	Owner
Mid-year Retreat / Adjournment	<ul style="list-style-type: none"> Blake Nelson, APR mentioned she will send around a Doodle calendar to schedule the board's mid-year retreat in June. She adjourned the meeting at 8:48 a.m. 	<ul style="list-style-type: none"> Blake Nelson, APR to schedule mid-year board retreat. 	Blake Nelson, APR

**Activity Reports
March 2015**

President Report

Activities Accomplished

- Held monthly exec comm meeting
- Held monthly board meeting
- Assisted with details for March diversity mixer
- Assisted with details for April PD luncheon

Activities Planned

- Attend WDC
- Finalize details for May luncheon
- Hold monthly exec comm meeting
- Hold monthly board meeting (con call)

President-elect/Sponsorship Report

Activities Accomplished

- Reached out to chapter sponsors about Summer Social Coordinate with sponsors on annual renewal options

Activities Planned

- Meet with new contact at Attention Getters
- Develop list of potential sponsor targets
- Continue outreach to sponsors on Summer Social

Past President Report

Activities Accomplished

- Supported Masters event

Activities Planned

- Develop plan for future Masters event

Treasurer Report

Activities Accomplished

- Prepared chapter tax records for CPA
- Provided monthly P&L
- Paid bills and made deposits

Activities Planned

- Preparing for financial audit (review)

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 and monthly meeting
- Worked with Communications Committee to launch blog in May

Activities Planned

- Draft March board meeting minutes
- Collect and format committee activity reports
- Build blog editorial calendar
- Draft blog guidelines
- Help Communications Committee pursue initial content drafters for blog

Accreditation Report

Activities Accomplished

- Spring Online Course Facilitator (weekly)
- Established the WD APR TF
- Prepared and Distributed APR Task Force Questionnaire
- Sent maintenance memo re: Bernays Awards judging

- Notified all APRs/APRMs regarding new APR Question Submission Program
- Reminder notice 2 for Bernays participation
- Reminder notice for June Readiness Review to all Chapter members
- Development of a new PRSA National Section (Energy-Water-Utilities and Environment)
- Survey development (survey will occur in May)

Activities Planned

- Spring Online Course Facilitator (weekly)
- Western District Conference participation
- Chapter Readiness Review Application processing (due date 22 April)
- Mentoring 1 APR+M (North Carolina)
- Support Bernays judging activities

Bernays Awards Report

Activities Accomplished

- Hosted first Bernays committee meeting on March 29
- Presented top two venue options to PRSA executive board
- Determined Tom Ham's Lighthouse as new venue and put down deposit
- Reviewed Student CFE and Silver/Bronze CFE text
- Secured 22 chapter members and volunteers to judge Houston chapter awards program

Activities Planned

- Release Student CFE (Call for Entries) by April 15
- Coordinate live Bernays submission portal with chapter manager
- Receive first draft of CFE with design from designer
- Secure sponsorships
- Release CFE on May 2
- Continue to work with Houston chapter and San Diego volunteers on awards judging
- Work with Bernays volunteers on communications and venue coordination

Communication Report

Activities Accomplished

- Established e-blast content on a weekly basis, which included information related to the following:
 - Promotion of San Diego Diversity Mixer, Western District Conference early-bird rates, March 17 New Member Quarterly Breakfast, Summer Social registration open and early-bird pricing, March 31 New Pros Social, call for Bernays Awards judges, call for Summer Social committee volunteers, journalist spotlight on Pablo Sáinz of Hoy San Diego, member feature on Mike Daily, free member webinars in April, Cool Tool (Paysa), Trending Now articles on Girl Scout cookies promotion at the Oscars and Dove & Twitter #SpeakBeautiful campaign



- 4/1/16 catered “President’s Message” eblast from Blake Nelson had open rate with 23.7% (260 opens)
- The Journalist Spotlight on Pablo Sáinz of Hoy San Diego was the link clicked on the most from one eblast (27 clicks)
- Social media efforts included promotion of:
 - Western District Conference, Summer Social, member and journalist spotlights, professional development stories, new member breakfast, Bernay’s Award judges, and chapter sponsor Attention Getters
 - Facebook fans - 1,203 (increase of 8)
 - Twitter fans – 4,808 (increase of 32)
 - Highest-engaged organic Facebook posts included:
 - Monday morning grammar pop quiz, 3/28
 - Multitasking awareness, 3/7
 - Member spotlight Mike Daily, 3/8
 - Paid posts included:
 - New Member breakfast, 3/14 – 555 total reach
 - Summer social registration, 3/21 - 751 total reach
- Researched and posted Cool Tools and trend articles
- Coordinated member feature on Lynne Friedmann, APR for member feature
- Reached out to Katie Callahan of San Diego Business Journal, for journalist spotlight

Activities Planned

- Drafting May journalist/member spotlights
 - Finalizing April journalist spotlight on Katie Callahan, San Diego Business Journal
 - Reaching out to David Rozul, Canale Communications, for May member feature
- Working with Jenny Corsey to launch blog on chapter website in May

Diversity Report

Activities Accomplished

- Execute, staff and manage San Diego Diversity Mixer event
- Develop proposal for Diversity Training - Diversity Lunch & Learn event
- Conduct Diversity Training Group Exercise with board

Activities Planned

- Draft Paradigm Shift (Diversity Spotlight) on Natalie Mason (PRSSA SDSU President)
- Review Diversity & Inclusion Strategic Plan

Ethics Report

No report necessary.

Membership Report (includes New Pros)

Activities Accomplished

- Distributed first board member to member outreach email on March 3 regarding New Pros mentorship program, upcoming events, volunteer opportunities, etc.
- Held first New Member Breakfast of the year at Corner Bakery Cafe in Mission Valley.
 - Nine people attended, four new members, five board members
- Worked with New Pros Committee on March social event at Splash Wine Bar on March 31.
- Worked with New Pros Committee on April educational event - Tour of San Diego Magazine on April 13.
- Distributed second board member to member outreach email regarding volunteer opportunities on March 19 focusing on the need for Bernays Awards judges in April.
- Facilitated new member questions and volunteer opportunity inquiries throughout the month.

Activities Planned

- Assist and attend Tour of San Diego Magazine New Pros event on April 13.
- Distribute third board member to member outreach email regarding early bird pricing for Grand Slam Summer Social.
- Continue facilitating new member questions and volunteer opportunity inquiries throughout the month.

Professional Development Report

Activities Accomplished

- Secured two volunteers: Hope Reilly with Southwest Strategies and Forest Featherston, independent practitioner
- Confirmed speaker for May event: Brent Diggins with Allison+Partners to present on PR Measurement and Barcelona Principles
- Drafted post for chapter website to promote PRSA national webinars that are free for members

Activities Planned

- Opened registration for May 19 event with Brent Diggins
- Coordinated venue at American Red Cross San Diego Chapter HQ in Kearny Mesa
- Exploring venue options for August 25 Michael Smart workshop

Quality Time Report

Activities Accomplished

- None

Activities Planned

- Confirming date and location of August event

Summer Social / Holiday Party Report

Activities Accomplished

- Coordinated all event logistics for June 16 social with vendors
- Pursued silent auction items and sponsorships

Activities Planned

- Continue coordinating June 16 event details and sponsorship outreach

Western District Report

Activities Accomplished

- Participated in monthly board meeting

Activities Planned

- Participate in monthly board meeting at WDC
- Attend WDC
- Discuss dues increase plan

Chapter Manager Report

Activities Accomplished

- Website updates, including new member breakfast pages, May event and Summer social pages, plus member/chapter news articles
- Membership updates
- Registration, guest check in and reports for March Diversity Mixer
- Research and outreach to Elevator on job board posting issue (no sending receipts)

Activities Planned

- Get blog section ready for use, plus other web updates including getting ready to launch Bernays Call for entries

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