



Call to Order: 8:05 a.m. Adjournment: 8:53 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; Hezekiah Herrera, APR; Nikki Jimenez; Danielle Johnson Hoffpaur; Sarah Lemons; Maria McGregor; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Kristin Reinhardt; Julie Smith-Taylor, APR; Krystin Williamson
Absent (3): Elizabeth A. Pecs, APR, Fellow PRSA
Guests: Kimberly Deese, New Pros; Natalie Mason, SDSU PRSSA; Graciella Requa, SDSU PRSSA

Agenda Item	Discussion	Action	Owner
Announcements	<ul style="list-style-type: none"> Blake Nelson, APR reminded everyone that the mid-year retreat will take place on June 17 from 2-5 p.m. 	<ul style="list-style-type: none"> N/A 	Blake Nelson, APR
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 April meeting minutes. 	<ul style="list-style-type: none"> Melissa Cameron seconded the motion. Hezekiah Herrera, APR abstained, and the 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. We are \$98.71 ahead of budget on net income for the year and are on track with projections for big revenue from upcoming events. 	<ul style="list-style-type: none"> Bill Gay, APR, Fellow PRSA to send May P&L. 	Bill Gay, APR, Fellow PRSA
Western District Conference Update	<ul style="list-style-type: none"> Blake Nelson, APR provided an update on the conference, which she said was well done and provided good ideas for chapter speakers. Julie Smith-Taylor, APR said that the district website links to the speaker presentations and that next year's conference will be hosted by the Riverside chapter. 	<ul style="list-style-type: none"> N/A 	Julie Smith-Taylor, APR
BINACOM Conference	<ul style="list-style-type: none"> Jenny Corsey, APR provided an update on the BINACOM social that she staffed along with Hezekiah Herrera, APR and Sarah Lemon. The event was good chance to meet journalists and potential members. Blake Nelson, APR thanked board members for staffing the BINACOM event 	<ul style="list-style-type: none"> N/A 	Jenny Corsey, APR
SDSU Senior Send Off	<ul style="list-style-type: none"> Blake Nelson, APR updated the board that our participation was great way to connect with potential members. Natalie Mason, current PRSSA president concurred and introduced the chapter's newly elected president, Graciella Requa. 	<ul style="list-style-type: none"> N/A 	Blake Nelson, APR



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Blog Update	<ul style="list-style-type: none"> Jenny Corsey, APR said that the chapter blog will launch on May 17. The blog committee, including Danielle Johnson Hoffpauir and Sarah Lemons, has been amassing content from multiple contributors to front-load the editorial calendar. This grid has been loosely built out for the year with gaps for incoming content. Rene Carmichael has worked with the website vendors to finalize the backend system. 	<ul style="list-style-type: none"> Jenny Corsey, APR to continue building out blog content with communications committee. 	Jenny Corsey, APR
Membership Update	<ul style="list-style-type: none"> Ann Marie Price updated the chapter that membership is falling. Currently there are 268 members, down from 290 in January. Total drops this year is 55 and total new members is 19. Price is conducting individual phone outreach to lapsed members with some successful reinstatements. Bill Gay, APR, Fellow PRSA suggested we create a job fair to provide added value to membership. Julie Smith-Taylor, APR asked about the demographics for dropped members, and Price replied that it runs the gamut (old, young, agency and in-house professionals). Blake Nelson, APR noted that this is a rebuilding year and the membership drop has been trending since last year. Melissa Cameron suggested that Price connect with people doing Bernays entries that have lapsed memberships to get them to renew. She also noted that the national system for group rates is really good. 	<ul style="list-style-type: none"> Ann Marie Price to pursue membership retention strategies 	Ann Marie Price
Programming Update	<ul style="list-style-type: none"> Brianne Mundy Page said that there are only four spots left for the May 19 luncheon, so we are close to selling out the program. Also the American Red Cross headquarters building is a great space with AV. Kristin Reinhardt said that the planned Scripps location is no longer available for the Aug. 25 Michael Smart workshop and she is working to get a new venue. The event still needs a sponsor as well. They are working to send a save the date soon. 	<ul style="list-style-type: none"> Brianne Mundy Page and Krystin Reinhardt to continue coordinating May event, identifying an August event venue and sponsor. 	Brianne Mundy Page/Kristin Reinhardt
Summer Social Update	<ul style="list-style-type: none"> Jessica Geizler noted that the early bird rate is nearly over and ticket sales total 19. One sponsor at \$100 has been secured. A total of \$3600 in donations and goodie bag items has been raised. Each board member is requested to bring in at least one item. Site visit went well and the event space and game seats are in the same area. The room has AV options and gorgeous views. 	<ul style="list-style-type: none"> Jessica Geizler and Maria McGregor to continue pursuing sponsors and silent auction items. 	Jessica Geizler and Maria McGregor



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Bernays Award Update	<ul style="list-style-type: none"> • Krystin Williamson provided an update on Bernays judging. We have 28 judges handling the Houston chapter entries. • Nikki Jimenez noted that the Call for Entries has been released and provides members 6.5 weeks to make the first deadline and 8 weeks to make the late deadline. The committee is working directly with SDSU PRSSA to increase the number of student entries as well as other colleges. • The committee is working with Elizabeth A. Pecs, APR, Fellow PRSA on special awards and Melissa Cameron on sponsorship. • Krystin Williamson also noted that they are working on vendor logistics for this year and looking at the program structure to keep attention and respect priority. They are trying to incorporate more visual things, more AV and are open to other ways to format the event. 	<ul style="list-style-type: none"> • Nikki Jimenez and Krystin Williamson to continue coordinating judging process with Houston chapter 	Nikki Jimenez and Krystin Williamson
Quality Time with Quality Minds	<ul style="list-style-type: none"> • Julie Smith-Taylor, APR updated the board that they will again use the same Scripps location for the August 17 event. Catering will be retained, but no alcohol to save on budget. • The committee is seeking a speaker to discuss a topic of interest for non-profits before the counseling sessions begin. • Smith-Taylor, APR is working with Rene Carmichael on an EventBrite deposit system to ensure non-profit partners show up. The event will be limited to 12-13 organizations and volunteers will advise a single client instead of two. • Blake Nelson, APR suggested creating a written letter of agreement that organizations would be required to sign, and Jenny Corsey, APR suggested adding a substitute name to attend in case they couldn't come. 	<ul style="list-style-type: none"> • Julie Smith-Taylor, APR to finalize event participation strategy. 	Julie Smith-Taylor, APR
New Pros	<ul style="list-style-type: none"> • Kimberly Deese updated the board about the upcoming NBC studio tour event in August. She will begin recapping previous events in the newsletter. • Deese received good feedback on the mentoring program. They need more male mentors and will send out call earlier next year. 	<ul style="list-style-type: none"> • Kimberly Deese to continue coordinating upcoming studio tour. 	Kimberly Deese



**Activity Reports
April 2015**

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

- Maintained Outlook calendar announcements
- Updated board roster
- Drafted board meeting minutes
- Compiled and formatted activity reports
- Executive Committee counsel
- Built blog editorial calendar
- Drafted blog guidelines
- Worked with Communications Committee to launch blog

Activities Planned

- Draft board meeting minutes
- Collect and format committee activity reports
- Finalize blog launch and continue to pursue content
- Draft blog post on networking to precede Summer Social event

Accreditation Report

Activities Accomplished

- Recruiting pitch #2 for APR Awards judges
- APR Awards Judge-Houston
- Participation in WDC 21-23 April
- ALERT NOTICE to General membership regarding APR Application filing deadline - 22 April
- Distributed UAB APR April Social Media messages throughout BAH network (8 Apr 2016)
- Online Course Facilitator-Readiness Review Process

Activities Planned

- APR Quarterly Committee Meeting (5/4)
- APR Awards Judge-Houston
- Review Chapter APR Readiness Review Candidates
- Advertise the On Line Course Summer Session

Bernays Awards Report

Activities Accomplished

- Designed theme for collateral based on venue
- Updated timeline based on release of CFE for students and Silver/Bronze Bernays
- Received all text for Student CFE
- Served as liaison for SD/IC members judging Houston Awards

Activities Planned

- Secure sponsorships
- Update online entry database and website
- Release CFE Silver/Bronze and Student- May 5
- Develop communications materials for May – July to support CFE and deadlines
- Host Bernays committee meeting with existing members
- Secure new committee members for open positions

Communication Report

Activities Accomplished

- Established e-blast content on a weekly basis, which included information related to the following:
 - Promotion of San Diego Magazine Office Tour and Q&A, May 19 PR Measurement event, May 17 New Pros Social, Summer Social early-bird pricing, Western District Conference Friday-Only option, volunteer opportunities on summer social committee, free webinars for members, journalist spotlight on Katie Callahan of *San Diego Business Journal*, member feature on Lynne Friedmann, cool tool: Hemingway Editor, trending now articles on Beyonce's new lemonade video, among others.

- 4/1/16 catered “President’s Message” eblast from Blake Nelson had open rate with 24.4% (268 opens)
- The May 19 PR Measurement event was the link clicked on the most from one eblast (30 clicks)
- Social Media:
 - Posted Chapter programming including the Summer Social, new pros events, and May measurement seminar.
 - Supported partner organizations including the Western District Conference and National Association of Hispanic Journalists
 - Shared trending / viral PR stories, latest cool tools, and relevant continued learning stories
 - Facebook fans - 1,206 (increase of 3)
 - Twitter fans – 4,809 (increase of 14)
- Highest-engaged organic Facebook posts included:
 - PR New Pros LinkedIn post 4/8
 - Trending Now: Beyoncé’s “Lemonade” and How PR Can Activate Beyhive Buzz 4/27
 - Member feature - Lynne Friedmann 4/12
- Researched and included trend articles
- Coordinated member feature on Rodger Dougherty, APR, of Kaiser Permanente for member feature
- Reached out to Andrew Dyer of *San Diego City Beat*, for journalist spotlight
- Phone call to discuss blog layout on website with Rene Carmichael, Jenny Day and Blake Nelson
- Reached out to Kara DeMent of Wright On Communications to request a blog post recapping the San Diego Magazine tour and Q&A

Activities Planned

- Drafting June member spotlights
- Reaching out to David Rozul, Canale Communications, for June member feature
- Reaching out to Bey-Ling Sha for blog post on how organizations should approach internships from a legal perspective
- Working with Jenny Day and Rene Carmichael to launch blog on chapter website
- Continuing content calendar for social media posts

Diversity Report

No report submitted

Ethics Report

Activities Accomplished

- Suggested to Sarah and Danielle that we repurpose a blurb on ethics from PR SmartBrief and run it under our PRSA News banner. It helps keep ethics in the forefront of our members’ minds. Ethics is not just a sidebar

Membership Report (includes New Pros)

Activities Accomplished

- Assisted and attended Tour of San Diego Magazine New Pros event on April 13
- Distributed third board member to member outreach email regarding early bird pricing for Grand Slam Summer Social

- Continued facilitating new member questions and volunteer opportunity inquiries throughout the month
- Assessed dropped members list and brainstormed ways to encourage them to reinstate

Activities Planned

- Hold second New Member Quarterly Breakfast on Thursday, June 9
- Continue facilitating new member questions and volunteer opportunity inquiries throughout the month as needed
- Continue to engage with dropped members and assess ways to encourage them to reinstate
- Work with the New Pros Committee on their May mixer

Professional Development Report

Activities Accomplished

- Planned May event
- Post on website re: free webinars to PRSA members during April.

Activities Planned

- Planning May 19 PR Measurement lunch with Brent Diggins of Allison+Partners at the American Red Cross SD/IC Chapter Headquarters
- Opening registration and starting promotion for August 25 Michael Smart pitching workshop

Quality Time Report

Activities Accomplished

- Discussed participation strategies
- Confirmed venue

Activities Planned

- Outreach to volunteers and participants

Summer Social / Holiday Party Report

Activities Accomplished

- Continued planning Summer Social and coordinating with vendors
- Secured silent auction items
- Conducted site visit

Activities Planned

- Continue event logistics and planning, sponsorship outreach

Western District Report

- Attended conference and district meeting

Chapter Manager Report

Activities Accomplished

- Website updates, email list and database maintenance, eblasts
- Supplies for SDSU PRSSA event
- New email redirects set up
- Blog construction correspondence

Activities Planned

- Bernays awards call for entries support;
- Blog launch support
- Summer Social support
- May luncheon support
- Close out authorize.net and eonlinedata accounts

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