



<b>Call to Order: 8:01 a.m.</b> <b>Adjournment: 8:48 a.m.</b>	<b>Led By:</b> President Blake Nelson, APR <b>Secretary:</b> Jenny Corsey, APR (Minutes Recorded by Krystin Williamson)
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**In Attendance (14):** Amber Albrecht, APR; Melissa Cameron; Rene Carmichael; Michael Daily, APR; Bill Gay, APR, Fellow PRSA; Hezekiah Herrera, APR; Danielle Johnson Hoffpauir; Nikki Jimenez; Sarah Lemons; Brianne Mundy Page; Blake Nelson, APR; Ann Marie Price; Kristin Reinhardt; Krystin Williamson  
**Absent (5):** Jenny Corsey, APR; Jessica Geiszler; Maria McGregor; Elizabeth A. Pecs, APR, Fellow PRSA; Julie Smith-Taylor, APR

Agenda Item	Discussion	Action	Owner
Housekeeping	<ul style="list-style-type: none"> <li>Kristin Reinhardt is moving to Birmingham, Alabama and this will be her last board meeting. Her position will be replaced for 2016.</li> </ul>	<ul style="list-style-type: none"> <li>Blake Nelson, APR to work with Melissa Cameron to fill vacated board position.</li> </ul>	Blake Nelson, APR
Budget Update	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA provided a budget update and distributed an income statement. We are in the black now. Bill is working with Rene to confirm all incoming Bernays payments. We will push Michael Smart attendance to keep moving in right direction.</li> </ul>	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA to confirm Bernays income.</li> </ul>	Bill Gay, APR, Fellow PRSA
2017 Board Recruitment Update	<ul style="list-style-type: none"> <li>Melissa Cameron noted that a call for nominations was released today via chapter email. She made a motion to approve the nominating committee, which consists of the following names:               <ul style="list-style-type: none"> <li>Steven Johnson</li> <li>Elizabeth Pecs</li> <li>Derek Danziger</li> <li>April Boluc</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Bill Gay, APR, Fellow PRSA moved to approve motion</li> <li>Brianne Mundy Page seconded the motion.</li> <li>Motion passed with ayes</li> </ul>	Melissa Cameron
PRSA National Business	<ul style="list-style-type: none"> <li>Blake Nelson, APR reviewed the following PRSA National business:               <ul style="list-style-type: none"> <li>Assembly Delegates – VOTE                   <ul style="list-style-type: none"> <li>Travel costs to Indianapolis are high. The executive committee recommends sending Melissa Cameron, who will already be there for leadership rally and Bill Gay, APR, Fellow PRSA, who will already be there for College of Fellows. This follows what Western District is doing.                       <ul style="list-style-type: none"> <li>Mike Daily, APR made a motion to send just Cameron and Gay</li> <li>Motion seconded by Hezekiah Herrera, APR</li> <li>Motion passed with ayes</li> </ul> </li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Blake Nelson, APR</li> </ul>	Blake Nelson, APR



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>○ College of Fellows sponsorship – VOTE               <ul style="list-style-type: none"> <li>• The College of Fellows is seeking sponsorships and asked our chapter to do one for Gayle Faulkenthal, APR, PRSA Fellow.</li> <li>• Sponsorship level is reasonable and will show Faulkenthal we support her</li> <li>• Bill Gay, APR, Fellow PRSA thinks the \$250 silver level is reasonable and mentioned we should also recognize her at Bernays.                   <ul style="list-style-type: none"> <li>○ Gay moved to sponsor at Silver level (\$250).</li> <li>○ Daily seconded motion.</li> <li>○ Motion passed with ayes.</li> </ul> </li> </ul> </li> <li>○ Update from Todd Cooley, APR (National Board Member)               <ul style="list-style-type: none"> <li>• Based on a recent evaluation of what national’s benefits are to local members, feedback is that people aren’t seeing the benefits.</li> <li>• National is seeking to:                   <ul style="list-style-type: none"> <li>○ See what people are using through a website audit</li> <li>○ Offer leadership webinars</li> <li>○ Offer resources by board position for all to access</li> <li>○ Leadership rally lower fees for general membership</li> <li>○ Releasing strategic plan and marketing tools for general membership</li> <li>○ Website partnership with national for chapters looking to rebrand and update in line with nationals</li> <li>○ Assembly delegates can attend and vote electronically – option</li> </ul> </li> <li>• They know the amount of emails have increased.</li> </ul> </li> </ul>		
<p>Membership Update</p>	<ul style="list-style-type: none"> <li>• Ann Marie Price updated the board that membership since the retreat has grown to 270 strong. This increase is due in part to tactics including direct calls to members, email reminders and personal reminders about membership deadlines               <ul style="list-style-type: none"> <li>○ Feedback: “forgot,” “moved,” “moved agencies and new one won’t cover it,” “don’t see benefit, but wants to be included in chapter emails in case something is interesting to attend”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Ann Marie Price to track feedback from lapsed members and continue logistics for next new member breakfast.</li> </ul>	<p>Ann Marie Price</p>



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>○ Price is compiling a document to capture feedback</li> <li>● Next membership breakfast is September 8               <ul style="list-style-type: none"> <li>○ Price will link event on chapter website and encouraged the board to attend. The laptop for in-person sign-ups is working.</li> </ul> </li> </ul>		
Quality Time with Quality Minds	<ul style="list-style-type: none"> <li>● Julie Smith-Taylor, APR encouraged board member participation at the upcoming event. An estimated 50 mentors are confirmed.</li> <li>● A few APRs have confirmed, but Mike is ready to encourage more participation from APRs</li> </ul>	<ul style="list-style-type: none"> <li>● Julie Smith-Taylor, APR to execute event.</li> </ul>	Julie Smith-Taylor, APR
Michael Smart Workshop and September Event Update	<ul style="list-style-type: none"> <li>● Brianne and Kristin noted that 50 of 80 total tickets are sold with a good split between members and non-members, senior practitioners and members of surrounding regional chapters.</li> <li>● Board participation is encouraged.</li> <li>● Promotion is happening with neighboring chapters. Bill Gay, APR, Fellow PRSA recommended Yuma chapter outreach.</li> <li>● Mike Daily, APR will conduct dedicated APR outreach to encourage attendance.               <ul style="list-style-type: none"> <li>○ APRs are happy with the increased feedback on ways to engage with the chapter activities to correspond with maintenance points.</li> <li>○ Daily will put out APR information on tables during the event.</li> </ul> </li> <li>● Brianne said that 15 senior practitioners are confirmed for the luncheon and preview discussion.</li> <li>● Kristin said that the September 29 lunch event will focus on diversity and is working with Hezekiah Herrera, APR on a venue.               <ul style="list-style-type: none"> <li>○ FocusComm will sponsor the event.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Brianne Mundy Page/Kristin Reinhardt to continue August workshop promotion and September event coordination.</li> </ul>	Brianne Mundy Page/Kristin Reinhardt
Bernays Awards Update	<ul style="list-style-type: none"> <li>● Krystin and Nikki provided the following updates:               <ul style="list-style-type: none"> <li>○ Awards                   <ul style="list-style-type: none"> <li>▪ Collected 102 final Bernays submissions (Silver, 42; Bronze 60) and sent to PRSA Mississippi for judging</li> <li>▪ First deadline: 24 entries; second deadline: 18; last deadline: 60</li> <li>▪ We received five more entries than 2015</li> <li>▪ We made \$515 more than our estimated projections</li> <li>▪ There were four special awards nominations. Krystin will send a reminder to the board for additional suggestions</li> </ul> </li> <li>○ Sponsorship and Communications                   <ul style="list-style-type: none"> <li>▪ Secured Pixster Photobooth as Photobooth sponsor</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Krystin Williamson/Nikki Jimenez to order trophies, meet with venue, determine ticket pricing, secure an A/V vendor and draft content.</li> </ul>	Krystin Williamson/Nikki Jimenez



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>▪ Secured San Diego Printers as Printing sponsor</li> <li>▪ Secured Tim King Photography as Photography sponsor</li> <li>▪ Secured Groovy Like a Movie as Video sponsor</li> <li>▪ Updated PRSA Bernays page with event information</li> <li>○ Activities Planned               <ul style="list-style-type: none"> <li>▪ Determine ticket pricing after meeting with venue on F&amp;B options</li> <li>▪ Draft content to drive ticket sales</li> <li>▪ Secure A/V vendor</li> <li>▪ Order award trophies at EOM</li> </ul> </li> </ul>		

**Activity Reports  
June 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*

- Drafted board meeting minutes

- Compiled and formatted activity reports
- Executive committee counsel
- Coordinated blog content
- Drafted networking blog post

*Activities Planned*

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

**Accreditation Report**

*Activities Accomplished*

- Mentored one APR+M Candidate-Christina Travers 3 June
- Conducted interview of Mid-Atlantic District Board Chair Liz Smith regarding PRSA National APR Boot Camp process/program- 3 June
- Continued contact with four Chapter APR Candidates
- Participated in APR Chair National Marketing Update
- Facilitated APR Online Course-Problem Statements and Goal Setting
- Sent: APR and APR+M SEMI-ANNUAL MAINTENANCE REMINDER MEMO to Chapter APRs and APR+M List
- Contacted Dr. Bey-Ling Sha regarding her availability for teaching a Fall APR Boot Camp. Response has not been received as of this report.

*Activities Planned*

- Submission of Western District APR Task Force APR study
- Continued planning for fall APR Boot Camp
- Facilitator support of APR On-line Course Summer Session Cohort

**Bernays Awards Report**

*Activities Accomplished*

- Collected 33 # entries for first deadline of June 24
- Coordinated with potential Bernays awards submitters and managed platform issues
- Updated website to reflect next deadline
- Secured sponsorship chair volunteer- Fiona Lyons
- Extended deadline of Student Bernays to July 22
- Drafted Bernays sponsorship letter template
- Reached out to Hornblower and State Farm as Bernays sponsors
- Updated Communications Committee on immediate social media needs with content
- Announced Bernays updates and save the date at PRSA New Pros panel on June 30

*Activities Planned*

- Bernays All-Committee meeting on July 6
- Reach out to past Bernays winners and participants to encourage 2016 submissions
- Secure Groovy Like a Movie as video sponsor
- Update Bernays pricing after second deadline on July 8
- Secure sponsorships
- Secure A/V vendor

## **Communication Report**

### *Activities Accomplished*

- Established e-blast content on a weekly basis, which included information related to the following:
  - Grand Slam Summer Social, Bernays Awards call for entries, June 9 New Member Breakfast, Michael Smart Pitching Boot Camp, June 29 Diversity Committee Bonfire and Potluck, June 30 New Pros event on how to create award-winning PR campaigns, Quality Time for PR Minds, trending now: four summertime tips for PR firms, journalist spotlight on Jackie Bryant (JustLuxe), member feature on Natalie Mason, blog post on PR Pro Tips from Western District Conference, among others
  - 6/15/16 eblast covering Summer Social, Michael Smart Pitching Boot Camp, and Tips from the WDC had highest open rate with 21.3% (229 opens)
  - Bernays Awards Call for Entries was the link clicked on most from one eblast with 302 clicks
- Social Media:
  - Posted Chapter programming including the Summer Social, Bernays, new pros events, August pitching bootcamp with Michael Smart and chapter blog.
  - Shared trending / viral PR stories, latest cool tools, and relevant continued learning stories
  - Facebook fans - 1,215 (increase of 4)
  - Twitter fans – 4,822
- Highest-engaged organic Facebook posts included:
  - Bernays Otto Bos Lifetime Achievement Award, 6/8
  - New Pros Special Q&A Event, 6/23
  - Grand Slam Summer Social, 6/13
- Posted blog content on a weekly basis, which included posts on the following and the noted number of views (as of July 14, 2016):
  - Member feature on Julie Blair - 29 views
  - Journalist spotlight on Jackie Bryant, JustLuxe - 136 views
  - Networking Considerations for Authentic Interactions - 132 views
  - WDC in April Focused on Future of PR - 65 views
  - PR Pro Tips from WDC in April - 79 views
  - A Young Professional's Path to PR - 126 views
- Reviewed and updated blog editorial calendar
- Coordinated journalist spotlight on Liberty Zabala, NBC7 San Diego

### *Activities Planned*

- Work with Bey-Ling Sha for blog post on how organizations should approach internships from a legal perspective

- Work with Olivia Stafford, Focuscom, on blog post recapping the New Pros event on how to create an award-winning PR campaign Working with Jenny Corsey and Rene Carmichael to coordinate and post blog content on chapter website
- Continuing content calendar for social media posts
- Journalist spotlight on Liberty Zabala, NBC7 San Diego

## **Diversity Report**

### *Activities Accomplished*

- Diversity Leadership Training - Group Exercise at Board Retreat
- Diversity Social Event - Bonfire and Multicultural Potluck
- Diversity Lunch & Learn Event planning
- Developed Diversity Officer Proposal
- Diversity Spotlight feature on Natalie Mason published

### *Activities Planned*

- Diversity Officer Proposal Presentation
- Diversity Lunch & Learn Event - planning

## **Ethics Report**

*No activities required to report.*

## **Membership Report (includes New Pros)**

*No report submitted*

## **Professional Development Report**

### *Activities Accomplished*

- Secured venue for Aug. 25 Michael Smart workshop - Liberty Station Convention Center
- Opened registration for Aug. 25 Michael Smart workshop (21 of 80 tickets sold)
- Connected with PRSA LA chapter which will begin promoting the Michael Smart event to its members via email & social media

### *Activities Planned*

- Continue to connect with neighboring PRSA chapters to promote Michael Smart event
- Continue eblast and social media promotion of Michael Smart event
- Secure sponsorships for Michael Smart event
- Secure venue for September Ethics Month event

## **Quality Time Report**

*Activities Accomplished*

- Completed EventBrite registration forms
- Worked closely with Parker Pike of the Nonprofit Association to identify best database to reach people
- Emailed PR Pros encouraging them to register to volunteer
- Identified speaker and topic for event
- Promoted event in late June e-blast to all PRSA members

*Activities Planned*

- Continued promotion of the event
- Touch base with caterer, prepare speech
- Hammer out final itinerary
- Continue conversations with Parker Pike on how to expand our program into something more far-reaching and impactful
- Personal calls to PRSA members encouraging participation
- Identifying further creative promotional efforts
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**Summer Social / Holiday Party Report**

*Activities Accomplished*

- Executed a successful summer social! 74 people attended the event which was held from 5 to 7 p.m. on Thursday, June 16
- 61 tickets sold, 13 comped (for vendors and sponsors)
- Last-minute venue change saved us a little bit of money in returns and cancelled linen rentals.

*Activities Planned*

- We're calculating profits and loss to see if we can out ahead. We can share an update at the next board meeting. On a separate but related note, we've already begun researching venues for our holiday party!

**Western District Report**

*No report submitted*

**Chapter Manager Report**

*Activities Accomplished*

- Summer Social - Registration, website updates, name badges for board members, check in help and auction cashiering
- Bernays - updates to website, troubleshooting for awards submission issues, pricing updates on website at first deadline close
- Helped with eblasts, website updates and membership list updates throughout month

*Activities Planned*

- Membership database transferred to Google Sheet for ease of use



- Update APR section of website with new APR+M information
- Work historical updates to Annual Calendar project in Google drive

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**Activity Reports  
July 2015**

**President Report**

*No report submitted*

**President-elect/Sponsorship Report**

*Activities Accomplished*

- Provided suggestions for professional development event sponsors
- Coordinated with expiring sponsors for renewal

*Activities Planned*

- Follow up with expiring sponsors
- Work with Bernays committee on potential sponsors

**Past President Report**

*Activities Accomplished*

- Coordinated venue location for Masters meeting

*Activities Planned*

- Promote and hold roundtable

**Treasurer Report**

*Activities Accomplished*

- Paid bills
- Worked on Financial Review Material
- Compiled material for monthly financial report

*Activities Planned*

- Pay bills
- Complete Financial Review
- Compile material for monthly financial report

**Secretary Report**

*Activities Accomplished*

- Drafted board meeting minutes
- Compiled and formatted activity reports
- Executive committee counsel

*Activities Planned*

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

**Accreditation Report**

*Activities Accomplished*

- Finalized and Submitted WD ARP Task Force Study-25 July
- Created and distributed APR Fall Training Cycle Schedule
- FULL APR COMMITTEE: Began Fall APR Boot Camp planning, agenda and guest speaker coordination
- Worked on modification of Chapter APR Website to include APR+M information

*Activities Planned*

- Messaging regarding APR Maintenance Opportunities
- August Guest Speaker Event: APR Recruiting Opportunity
- Update APR Website information
- Continue APR Fall Training Cycle preparations

**Bernays Awards Report**

*Activities Accomplished*

- Drafted specific social media posts and PRSA e-newsletter content to drive Bernays submissions for various deadlines
  - First deadline- June 24 Late deadline- July 8 Late late deadline- July 22
  - Updated website and pricing after each deadline July 6
- Held Bernays all-committee meeting to discuss updates, timeline, action items July 22
- Met with Nancy Carroll from Groovy Like a Movie to discuss potential Bernays video sponsorship
- Drafted example Bernays sponsor letter Reached out to several companies for various Bernays sponsorship opportunities

- Secured Pixster Photobooth as Photobooth sponsor
- Secured San Diego Printers as Printing Sponsor
- Secured Tim King Photography as Photography Sponsor
- Collected all final PRSA SD/IC Bernays submissions in Dropbox and sent to PRSA Mississippi for judging

*Activities Planned*

- Update PRSA Bernays page with event info
- Determine ticket pricing
- Draft content to drive ticket sales
- Work with Tom Ham's for food options
- Secure Groovy Like a Movie for video sponsorship
- Secure A/V vendor
- Brainstorm program elements & flow Secure entertainment

**Communication Report**

*No report submitted*

**Diversity Report**

*No report submitted*

**Ethics Report**

*No activities required to report.*

**Membership Report (includes New Pros)**

*No report submitted*

**Professional Development Report**

*Activities Accomplished*

- Connected with the OC, LA and Imperial counties chapters to promote the August 25 Michael Smart media pitching workshop; they are promoting in their eblasts and social media
- Continued to work with the Communications Committee to promote the Michael Smart media pitching workshop through social and eblast
- Worked with Diversity committee on pre-planning for September Ethics in Diversity presentation

*Activities Planned*

- Continue to promote and work on selling out August 25 Michael Smart workshop

- Secure venue for Sept. Ethics in Diversity presentation & open registration immediately following Michael Smart workshop

**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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