

Call to Order: 8:04 a.m. Adjournment: 9:11 a.m.	Led By: President Melissa Cameron Secretary: Brianne Mundy Page
--	--

<p>In Attendance (16): Melissa Cameron; Jenny Corsey APR; Bill Gay, APR, Fellow PRSA; Brianne Mundy Page; Blake Nelson, APR; Hope Reilly; Michael Daily, APR; Sarah Lemons; Ann Marie Price; Lauren Fimbres Wood; Krystin Williamson; Julie Smith-Taylor, APR; Craig Balben, APR; Nikki Jimenez; Katie Nieri; Maria McGregor</p> <p>Absent (2): Danielle Johnson Hoffpauir; Rene Carmichael</p> <p>Guests (1): Rizalyn Vargas, New Pros</p>
--

Agenda Item	Discussion	Action	Owner
Announcements	<ul style="list-style-type: none"> • Melissa – Rene Carmichael is resigning as Chapter Manager at the end of the year due to time constraints and family commitments. She will help with transition and onboarding. Mel and Jenny are working on reviewing and updating the job description – feedback from the Board is welcome. Plan to advertise the position on PRSA national, SDBJ, IABC, UT. • Jen – doesn't have to be a PR person – really need someone who is familiar with associations and has strong admin. skills. It will remain a part-time, no benefits position. • Bill – perhaps we could see if other local associations have a part-time manager/admin who may be interested in taking this on to be full-time with the two positions. Please also consider PO Box location; perhaps Broom Center can be an archive – Mike to check. • Melissa – looking to house event materials – signage, badges, etc. – at an agency for easier access • Jen – will be forming a search committee. We need chapter members with hiring experience to vet and interview candidates. Send names and contact info to Jen. 	<ul style="list-style-type: none"> • No formal action taken or required 	Melissa Cameron and Jenny Corsey
Approval of meeting minutes	<ul style="list-style-type: none"> • No discussion 	<ul style="list-style-type: none"> • Brianne Motioned • Mike seconded • Motion Passed • 0 Opposed • 0 Abstained 	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> • Closed August with \$71,507.96 	<ul style="list-style-type: none"> • No formal 	Bill Gay



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> Jen – Chemistry PR is coming on as a Bronze Sponsor for \$1,000 	<ul style="list-style-type: none"> action required or taken 	
2018 Board Update	<ul style="list-style-type: none"> Nomination committee met yesterday – 7 candidates for six open positions on the Board Rolling off are Nikki, Ann Marie, Blake, Danielle, Bill and Julie New board members are: <ul style="list-style-type: none"> Mona Clifton, Approach Marketing Kristen Deuber, APR, KMD Public Relations & Marketing Kelly Fausel, J Public Relations Jenny Mehlow, City of San Diego April Tellez, San Diego Natural History Museum Exec committee: Jenny – president; Krystin – pres-elect; Maria – treasurer; Brianne – secretary; Melissa – past president Committees/assignments: <ul style="list-style-type: none"> Professional Development Diversity Bernays New Pros Liaison Accreditation (APR) Communications Membership Quality Time & Western District 	<ul style="list-style-type: none"> No formal action required or taken 	Jenny Corsey
Chapter Bylaws amendment	<ul style="list-style-type: none"> Jenny proposed an administrative clarification between the role of at-large directors and assembly delegates. In the past, two of our three delegates have not officially been board members (the third is usually the president or president-elect, who is a board member). These roles were accompanied by limited duties. The at-large directors thought the delegates should assume greater responsibilities as part of their participation on the board. Now there is confusion between the two roles. We would like to eliminate the distinction between directors and delegates, simply allowing for 12 directors-at-large and five officers. Bylaws requires that chapter members vote on amendments, and notice of potential change is noticed 30 days prior to the annual chapter meeting (Bernays Awards on October 12, 2017) at which the members will vote. Therefore, in order to guarantee a 30-day notice, Board members voted on the proposed amendment in an online survey via Survey Monkey on September 11. 	<ul style="list-style-type: none"> Jenny motioned Brianne seconded Motion Passed 0 Opposed 0 Abstained 	
Assembly Bylaw Change 1	<ul style="list-style-type: none"> Clarify that the Board of Directors will approve PRSA District bylaws and District bylaws must comply with PRSA bylaws Bill, Jenny and Blake are our delegates at National Assembly 	<ul style="list-style-type: none"> Bill motioned Mike seconded Motion 	Melissa Cameron



Agenda Item	Discussion	Action	Owner
		<ul style="list-style-type: none"> Passed 0 Opposed 0 Abstained 	
Assembly Bylaw Change 2	<ul style="list-style-type: none"> Proposed: Change “public relations” to “communications in bylaws and materials Intention is to widen the reach of membership; many job titles are doing away with public relations for communication Amendment: Add “communication” so it would be “public relations and/or communication” Note: Communication is singular, not plural 	<ul style="list-style-type: none"> Mike motioned to approve amendment Jenny seconded Motion Passed 0 Opposed 0 Abstained 	Melissa Cameron
Assembly Bylaw Change 3	<ul style="list-style-type: none"> Change all board seats to at-large rather than districts Discussion: Concern that districts wouldn’t be fairly represented, the solution to have strong candidates all around is not to create all at-large seats, rather to look at recruitment strategies to attract stronger candidates in districts where it has been challenging Reject proposed change 	<ul style="list-style-type: none"> Mike motioned to reject proposed bylaw change Jenny seconded Motion Passed (change rejected) 0 Opposed 0 Abstained 	Melissa Cameron
Assembly Bylaw Change 4	<ul style="list-style-type: none"> Allow the Board of Directors to amend bylaws This change failed last year Addition this year is a check/balance that allows membership to veto/overrule with 2/3 vote Jenny – this will streamline some things, make it simpler to make small/minor bylaw changes 	<ul style="list-style-type: none"> Brianne motioned Mike seconded Motion Passed 0 Opposed 0 Abstained 	Melissa Cameron
Committee Updates	<ul style="list-style-type: none"> APR <ul style="list-style-type: none"> Mike: 23 military members at recent APR+m bootcamp. Navy picking up costs of materials. PR Bootcamp is 10/14 at SDSU, registration is open. Attendance expected to be 	<ul style="list-style-type: none"> No formal action required or taken 	Various



Agenda Item	Discussion	Action	Owner
	<p>high, should be profitable.</p> <ul style="list-style-type: none"> o 11/5 panel presentations – may combine with APR + Ms o WD Conference is looking at hosting an APR workshop in Denver, will be pre-conference, likely Wednesday. To discuss with organizers how our chapter can get a cut, would help pay for APR program. Mike may ask chapter for help with cost of materials. Mel – we may be able to find a sponsor. <ul style="list-style-type: none"> • Bernays <ul style="list-style-type: none"> o Krystin/Sarah: 29 silvers, 32 bronze, 3 best of show. Special awards in motion – should be complete by Monday or so. Abby Gibb from Fox5 will MC. Finalizing program – need 2018 board slate from Jenny and APR info from Mike. Script and PPT in the works. Registered: 26 individuals, 3 tables, 5 sponsor tickets for a total of 61 people so far. Ticket prices go up after Friday. 2 solo sponsorships, SDSU journalism and media school is the favor sponsor. • Professional Development <ul style="list-style-type: none"> o Lauren/Hope: 25 attendees signed up so far for next week’s smartphone video workshop, prices goes up tomorrow. Attendees need to download apps ahead of time. Rizalyn to encourage New Pros to attend. Looking at a social media influencers panel for November. Having success with speakers/presenters from presentations members have suggested. Keep ‘em coming. • Quality Time <ul style="list-style-type: none"> o Julie: 12 organizations attended, 48 volunteers, expense \$800 o Survey responses were overwhelmingly positive “love it” “incredibly helpful,” great event”. Recommendations included – use social media, maybe a hashtag, free parking, expand list of free resources and tactics, provide a shortlist of volunteers willing to help beyond the event. Future: Jenny Mehlow has agreed to manage the event next year. We’re exploring ways to collaborate with IABC and HealthCare Communicators to create a regional event to help more nonprofits with a wider pool of pro volunteers. Benefits to chapter include broader division of responsibilities and costs, larger impact and broader exposure for us all. Identify a new venue with free parking. Find sponsors to cover refreshment costs or cater ourselves to save costs. o Need to look at having a PR panel at Cause Conference 		
New Pros Update	<ul style="list-style-type: none"> • Rizalyn – 30 attendees at recent reporter panel with \$185 in profits. Mentorship program is ramping back up for Oct.- Dec. Need mentors who can commit to 4-6 hours over a 2-3 month period with at least one in-person meeting with their mentee each month. More details in the coming weeks. 	<ul style="list-style-type: none"> • No formal action required or taken 	Rizalyn Vargas

**Activity Reports
August 2017**

President

No report submitted

President-elect/Sponsorship Report

Activities Accomplished

- Compiled 2018 board slate draft
- 2018 board member recruiting
- Finalized board nomination committee and secured BOD approval
- Coordinated 2018 slate communications with Craig and Rene
- Sponsor target outreach - Advised on silent auction for Bernays
- Participated in Quality Time and assisted with volunteer recruitment
- Worked on bylaw amendment with Rene - Executive committee counsel
- Met with Dr. Kaye Sweetser and new SDSU PRSSA president and VP for planning meeting

Activities Planned

- Finalize 2018 slate with nomination committee and coordinate member communications about voting, annual meeting, bylaw amendment and slate
- Gather sponsor ads and logos for Bernays materials
- Phone calls with board candidates
- Handle personnel issue

Past President Report / Masters Roundtable

No report submitted

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

- Drafted August board meeting minutes
- Created and sent out link for July activity reports

- Collected and formatted July activity reports
- Executive committee counsel
- Updated chapter outlook/planning calendar

Activities Planned

- Draft September board meeting minutes
- Create and send out link for August activity reports
- Collect and format August activity reports
- Executive committee counsel
- Update and maintain chapter outlook/planning calendar
- Begin 2018 Board calendar

Accreditation Report

Activities Accomplished

- 1 August-APR Fall 2017 Training Cycle Announcement to Chapter Members
- 8 Aug-NEW APR-Tanya Castenada
- 22 Aug- APRPREP On-line Course Facilitator
- Proposed conducting PR Boot Camp to Western District Chair and Colorado Host Chapter for WDC 2018

Activities Planned

- 7 September—Conducted 4 Hour APR+M Training Course-Commander Navy Region Southwest (23 participants)
- Processed APR Referral from UAB-Chakiara Tucker
- NLT 13 Sept- Send out PR Boot Camp Announcement

Bernays Awards Report

No report submitted

Communication Report

No report submitted

Diversity Report

No report submitted

Ethics Report

No report submitted

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

No report submitted

Professional Development Report

Activities Accomplished

- Podcast Event:
 - Finalized details and logistics for podcast event
 - Prepared Q&A for speakers
 - Coordinated event promotion and outreach
 - Attended and managed event

- Video Event
 - Finalized venue and speaker
 - Prepared marketing communications and materials (eblast content, social, etc.)
 - Coordinated event promotion and outreach
 - Coordinated event logistics

- General
 - Worked on ideas for November event

Activities Planned

- Finalize planning and execution of video event
- Work on planning for November event
- Continual build out of San Diego venues list
- Research into webinar options

Quality Time Report

Activities Accomplished

- Hosted our annual event on August 24 at the Schaetzel Center at Scripps Memorial Hospital in La Jolla. We had 12 non-profits show up and 58 professionals on hand to assist them. We had four non-profits as no-shows with only one providing an excuse.
- Creation of a Satisfaction Survey via SurveyMonkey for both nonprofits and volunteers.
- Identification of Jenny Mehlow as a future Chair/ Successor for next year.
- Reached out to IABC and HCC organizations to discuss the opportunity to collaborate and create a more community wide communications sponsored event in the future.

Activities Planned

- Evaluation of survey results and presentation to the board with recommendations for next year.

Summer Social / Holiday Party Report

Activities Accomplished

- Ensured all silent auction winners received products and paid
- Took inventory of leftover silent auction items for the Bernays committee
- Returned leftover decoration items

Activities Planned

- Brainstorm venues and dates for holiday party in early December
- Finalize leftover budget for committee

Western District Report

Activities Accomplished

- No activities. August was dark.

Activities Planned

- Participate in scheduled WD call on Thursday, September 21.
- Provide report to the WD Secretary regarding our Chapter's planned activities and any challenges we are facing.

Chapter Manager Report

No report submitted

(See next page for September financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
9/21/17**

Treasurer's Report

Public Relations Society of America

San Diego and Imperial Counties Chapter

September 1-30 Unreconciled

October 3, 2017



2017 Account Balance

2017 Monthly Account Balances

	2016 Year End	2017 Budgeted Year End	January	February	March	April	May
CD (rdy-acc)							
CD (3-mth)							
CD (12-mth)							
Checking	\$65,011	\$66004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127
Total	\$65,011	\$66004	\$66,054	\$72,665	\$70,851	\$60,614	\$55,127

	June	July	August	Sept.	Oct.	Nov.	Dec.
Pay Pal credit		\$11,900.69	11,900.69				
CD (3-mth)	\$10,000	\$10,003.40	10,006.80	10,009.87			
CD (12-mth)	\$20,000	\$20,016.90	20,033.82	20,050.75			
Checking	\$23,830.18	\$28,007.40	29,566.65	32,891.82			
Total	\$53,830.18	\$69,928.39	71,507.96	62,952.44			

Annual Account History – 2008-2015 (reflect year-end totals)

	2015	2014	2013	2012	2011	2010	2009	2008
CD								
Checking	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772
Total	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772