



Call to Order: 8:12 a.m. Adjournment: 8:49 a.m.	Led By: Jenny Corsey Secretary: Brianne Mundy Page
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In Attendance (9): Jenny Corsey APR; Bill Gay, APR, Fellow PRSA; Brianne Mundy Page; Michael Daily, APR; Lauren Fimbres Wood; Krystin Williamson; Nikki Jimenez; Ann Marie Price; Blake Nelson, APR

Absent (9): Danielle Johnson Hoffpauir; Rene Carmichael; Melissa Cameron; Maria McGregor; Sarah Lemons; Julie Smith-Taylor, APR; Craig Balben, APR; Katie Nieri; Hope Reilly;

Guests (2): April Green; Jessica Ippolito (Incoming 2018 board members)

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • No formal action taken or required 	
Approval of meeting minutes	<ul style="list-style-type: none"> • Will vote at a later meeting 	<ul style="list-style-type: none"> • No formal action taken; vote postponed to November meeting 	Brianne Mundy Page
Chapter Bylaws amendment	<ul style="list-style-type: none"> • In September, 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. • Chapter membership voted at 10/12/17 Bernays awards ceremony. 	<ul style="list-style-type: none"> • Melissa motioned • Jenny seconded • Motion passed • 0 Opposed • 0 Abstained 	



Agenda Item	Discussion	Action	Owner
Budget Update	<ul style="list-style-type: none"> • Will project the rest of the year • Will get together with Maria re: getting the 2018 budget process started • Look for email about what Bill and Maria need from the committees for preparation of the 2018 budget 	<ul style="list-style-type: none"> • No formal action required or taken 	Bill Gay
2018 Board Transition/Retreat	<ul style="list-style-type: none"> • Jenny to all – if you haven't already, begin reaching out to next year's committee members to begin the transition. • Please make an attempt to come to the retreat at least part of the time 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Corsey
Assembly Recap	<ul style="list-style-type: none"> • First two bylaws passed with no fanfare – 1701, District bylaws shall be uniform with National bylaws, shall not conflict with national bylaws, and must be approved by National to become effective; 1702, change “public relations” to “communications” in most locations • Bylaw 1703 – proposed change would eliminate requirement for District representation among Directors. This item had a lot of discussion and failed. Discussion involved maybe just adding two more at-large members. Some feel adding more would be wielding, there are already a lot of board members. Districts need to recruit and nurture the next representative. • Fourth bylaw, 1704, which would allow the Board of Directors to amend the bylaws with a 2/3 affirmative vote (Leadership Assembly could overturn with 2/3 affirmative vote) was tabled. 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Corsey
International Conference	<ul style="list-style-type: none"> • Big interest to have the PRSA International Conference in San Diego in 2019. • Recommendation for the International Conference Committee is to have representation from all the regional districts – so it wouldn't just be San Diego bearing the load. • Bill – from a chapter point of view, we held the Int'l Conference in 2009. The monthly financials include the 2009 sponsorship levels, \$33,000 in sponsorship alone. Net income was \$16,006 – highest with exception of the 2013 WD conference. Our cushion, in terms of finances, comes from these conferences. If we do it right, it could really help the chapter. • The way it is right now, the hosting chapter gets 20% of the sponsorships. • Bill – I propose we put together a working committee to work with national to iron out some details and bring back to the board later. • If that occurs, we probably need to budget some money to send one or two people to Austin to learn and network and promote the 2019 conference. And, there's a torch passing ceremony. • Jenny – committee needs to mostly people who are not on the board – too much to handle. • Will discuss Austin representatives and costs associated at a later date. 	<ul style="list-style-type: none"> • Jenny motioned • Nikki seconded • Motion Passed • 0 Opposed • 0 Abstained 	Bill Gay



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> Jenny motions that we create a committee to further explore the 2019 Int'l conference; Nikki seconded Bill and Jenny will work on forming a committee 		
Chapter dues	<ul style="list-style-type: none"> Current chapter dues are \$60 for members National is asking what our dues are going to be for 2018 Will send out a communication to members to let people know we're not changing it. We need to grow more members before we raise dues. Jenny moves that 2018 chapter dues remain the same 	<ul style="list-style-type: none"> Jenny motions Bill seconded Motion Passed 0 Opposed 0 Abstained 	Jenny Corsey
Chapter manager search	<ul style="list-style-type: none"> Created a job description; will be sending to exec committee for review, then will post. Invite is out for search/hiring committee If you know anyone who may be good for this, please let us know 	<ul style="list-style-type: none"> No formal action required or taken 	Jenny Corsey
Committee Updates	<ul style="list-style-type: none"> Bernays – Krystin: 195 attendees; least amount of no-shows we've had in several years. We kept a lot of costs down, and the silent auction, helped us reach our budget goals and exceed them. There will be an announcement and full list of winners on the website soon. Updating Eventbrite page to accept reorders of the awards, will help increase revenue. Working on a post-event survey to send out to attendees. Jenny – can we ask all the Best in Show winners to submit blog posts? Professional Development – Lauren: Have a speaker lined up and confirmed for Nov. 14 about Influencer Marketing. Her firm does all the influencer marketing for the Kaboo Festival. Venue has been a challenge – nothing locked in yet. We've been talking to Harbor House at Seaport Village. Jenny - Harbor House is locked in if we want it, they're holding the date, we just need to pick a menu. Holiday Party – update will come via email. APR – Mike, successful bootcamp. Should clear about \$400 -\$500, 17 attendees. Will be sending out post-event survey and send that feedback around to the board. Membership – at 269 members. Year to date, 61 new or reinstated, 50 dropped members. Increase of 11 members. 	<ul style="list-style-type: none"> No formal action required or taken 	Various
Adjourn	<ul style="list-style-type: none"> Adjourned at 8:49 a.m. 	<ul style="list-style-type: none"> No formal action required or taken 	Jenny

**Activity Reports
September 2017**

President

No report submitted

President-elect/Sponsorship Report

Activities Accomplished

- Recruited and organized new board candidates for 2018 slate; directed comms team on timeline for member communications regarding slate and bylaw amendment
- Presented, managed, secured board approval for new bylaw amendment regarding delegate role change
- Assisted Bernays team with sponsor logistics for event materials, ads, attendance
- Initiated conversation with Elevator about sponsorship renewal
- Prepped for 2017 PRSA Leadership Rally and Assembly by reviewing webinars and documents; booked travel
- Reviewed sponsorship budgeting with treasurer
- Pursued sponsorship renewal with Dan Hom
- Discussed new bronze-level sponsorship with Audrey Doherty at Chemistry PR
- Held board nomination committee call to discuss 2018 slate; reviewed all candidate materials
- Worked with chapter president to handle retirement of chapter manager and planned next steps to hire replacement
- Judged entries for PRSA Philadelphia Pepperpot Awards
- Advised Blake Nelson on diversity plans for her presentation at ICON
- Executive committee counsel

Activities Planned

- Finalize plans for 2018 board slate
- Plan winter retreat/training
- Attend PRSA Leadership Rally and Assembly in Boston
- Help PD team identify venue for November event
- Wrap up sponsorship details for renewals
- Attend Bernays and meet with sponsors
- Begin advertising for chapter manager position and vetting candidates
- Form search committee for chapter manager position

Past President Report / Masters Roundtable

No report submitted

Treasurer Report

No report submitted

Secretary Report

Activities Accomplished

- Drafted September board meeting minutes
- Created and sent out link for August activity reports
- Collected and formatted August activity reports
- Executive committee counsel
- Updated chapter outlook/planning calendar

Activities Planned

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

Accreditation Report

Activities Accomplished

- 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
- Initiated planning with Denver Chapter for April 2018 APR Prep workshop during the WDC
- PR Boot Camp Announcement 21 September-direct email and website banner
- PR Boot Camp Reminder email-28 September
- Coordinated APR related information for the Bernays Awards Dinner Program

Activities Planned

- PR Boot Camp Reminder sent 4 October
- Final PR Boot Camp Reminder sent 11 October
- 12 October Bernays Awards dinner APR program recruiting
- 14 October-PR Boot Camp SDSU

- Continued WDC 2018 APR Workshop planning and coordination
- 24 October APRPREP On-line Course Facilitator

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

No report submitted

Quality Time Report

Activities Accomplished

- Evaluated survey responses and presented findings to the board at our meeting

Activities Planned

- Schedule a conference call with the transition team as we look to collaborate with IABC and HCC next year.

Summer Social / Holiday Party Report

No report submitted

Western District Report

Activities Accomplished

- Participated in monthly call and provided written report of our chapter's activities.

Activities Planned

- Ensured someone from our chapter represented us at the International Conference in Boston in October.

Chapter Manager Report

No report submitted

(See next page for October financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
10/19/17**

Treasurer's Report

Public Relations Society of America

San Diego and Imperial Counties Chapter

October 1-31 Unreconciled

November 1, 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	10,013.67		
CD (12-mth)	\$20,000	\$20,016.90	20,033.82	20,050.75	20,067.15		
Checking	\$23,830.18	\$28,007.40	29,566.65	32,891.82	48767.56		
Total	\$53,830.18	\$69,928.39	71,507.96	62,952.44	78,848.38		

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

	2016	2015	2014	2013	2012	2011	2010	2009	2008
CD									
Checking	\$65,011	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772
Total	\$65,011	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772