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| <b>Call to Order: 8:02 a.m.</b><br><b>Adjournment: 8:52 a.m.</b> | <b>Led By:</b> Melissa Cameron<br><b>Secretary:</b> Brianne Mundy Page |
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**In Attendance (majority for a quorum) (10):** Jenny Corsey APR; Julie Smith-Taylor, Ann Marie Price; Bill Gay, APR, Fellow PRSA; Michael Daily, APR; Melissa Cameron; Hope Reilly; Lauren Fimbres Wood; Krystin Williamson; Sarah Lemons

**Absent (9):** Brianne Mundy Page; Maria McGregor; Craig Balben, APR; Katie Nieri; Nikki Jimenez; Blake Nelson, APR; Danielle Johnson Hoffpaur; Chapter manager: Rene Carmichael; Ethics officer: Elizabeth Peci

**Guests (2):** April Green; Jenny Mayhew;

| Agenda Item                          | Discussion   | Action  | Owner             |
|--------------------------------------|--|---|-------------------|
| Call to order                        | <ul style="list-style-type: none"> <li>Meeting called to order at 8:02 a.m.</li> </ul>   | <ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>  | Melissa Cameron   |
| Approval of November meeting minutes | <ul style="list-style-type: none"> <li>Melissa C. motioned, Krystin W. seconded. All approved. Zero abstained. No oppose.</li> </ul>   | <ul style="list-style-type: none"> <li>Melissa C. motioned</li> <li>Krystin W. seconded</li> <li>Motion Passed</li> <li>0 Opposed</li> <li>0 Abstained</li> </ul> | Melissa Cameron   |
| Budget Update                        | <ul style="list-style-type: none"> <li>Bill will hold a meeting with Rene, Tracy and Maria next week for transitions</li> <li>Southwest Strategies to scan old files for historical record keeping</li> </ul>  | <ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>  | Bill Gay          |
| Chapter manager search               | <ul style="list-style-type: none"> <li>Jenny's search:               <ul style="list-style-type: none"> <li>Received 40 resumes</li> <li>Conducted 8-10 phone interviews</li> <li>Would like to conduct 4-5 in-person interviews with search committee</li> </ul> </li> <li>Jenny to send more background on each</li> <li>Transition will take place end of January:               <ul style="list-style-type: none"> <li>Rene will stay in place through January and transition the new manager</li> <li>New payment is \$25-35/hour; bonus offered to sponsorship secured and potential membership secured</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>  | Melissa and Jenny |



| Agenda Item         | Discussion  | Action   | Owner   |
|---------------------|---|--|---------|
|                     | <ul style="list-style-type: none"> <li>• Training board members is important, so skill sets don't lack               <ul style="list-style-type: none"> <li>○ Treasurer needs to work closely with Tracy</li> </ul> </li> <li>• Stick with Eventbrite as we and the "customer" (aka members) are familiar with it</li> <li>• Don't overwhelm the new manager and board with too many changes in systems and people</li> </ul>   |  |         |
| January Event       | <ul style="list-style-type: none"> <li>• Date is Jan. 23</li> <li>• Fireside in Liberty Station (with great parking)</li> <li>• Member cost is \$15 (early bird)</li> <li>• Promotion starting this week</li> </ul> <p>February</p> <ul style="list-style-type: none"> <li>• Cappio event</li> </ul> <p>March</p> <ul style="list-style-type: none"> <li>• PRSA president in town</li> </ul> <p>April</p> <ul style="list-style-type: none"> <li>• Western District Conference</li> <li>• Taco Bell event with Matt</li> </ul> <p>May</p> <ul style="list-style-type: none"> <li>• APR events may conflict with chapter events (Parker Pike); Mike will check</li> </ul>  | <ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul> | Lauren  |
| Holiday Party Recap | <ul style="list-style-type: none"> <li>• Event space was great along with price – best we've had in a while</li> <li>• People really liked the wine glasses</li> <li>• Melissa will pass on volunteers gathered at event to April</li> <li>• Mentees for APR program were also secured</li> </ul>   | <ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul> | Melissa |
| Reminders           | <ul style="list-style-type: none"> <li>• Budgets due next week               <ul style="list-style-type: none"> <li>○ Fill out the volunteer Google sheet by 12/22 (owned by April)</li> </ul> </li> <li>• Alert Brianne is you can't access Google Drive</li> <li>• Schedule transition meetings ASAP</li> <li>• Jenny and Brianne are updating policies and procedures</li> <li>• Mike: Are we being diligent with email updates on our members (due to bounce backs of board emails)</li> <li>• How does the sign-up for newsletter work in Eventbrite</li> <li>• Is there integration between MailChimp and Eventbrite? We should look into this.               <ul style="list-style-type: none"> <li>○ Chapter manager to review the email template next year and integration with emails/platforms.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul> | Melissa |



| Agenda Item              | Discussion   | Action   | Owner   |
|--------------------------|--|--|---------|
| Professional Development | <ul style="list-style-type: none"><li>• National will hold a workshop in San Diego Dec. 6-7, 2018</li><li>• Jenny and Melissa working with national contact on venue support and regional marketing</li><li>• Will be a 1 ½ day event on digital marketing; Friday will be a half day so attendees can enjoy SD</li><li>• Working on a special rate for chapter members and chapter comped tickets; revenue stream for sponsorships and tickets sales is also an option</li><li>• Target attendees 70-80</li><li>• Hotel Indigo and Solamar are targets; Jenny looking into it</li></ul> | <ul style="list-style-type: none"><li>• No formal action required or taken</li></ul> | Melissa |
| Adjourn                  | <ul style="list-style-type: none"><li>• Adjourned at 8:52 a.m.</li></ul>   | <ul style="list-style-type: none"><li>• No formal action required or taken</li></ul> | Melissa |

**Activity Reports  
November 2017**

**President**

*No report submitted*

**President-elect/Sponsorship Report**

*Activities Accomplished*

- Led board retreat, prepared board member binders, prepped new board members with orientation phone calls, developed agenda and presentation Assisted with venue logistics and menu for November PD event
- Conducted sponsor logistics and coordination
- Finalized and secured board approval for administrator and bookkeeper job descriptions, adjusting task distribution
- Edited policies and procedures guide
- Worked on transition with bookkeeper
- Reached out to sponsor targets Coordinated speaker logistics for March 2018 PD event with Joe Truncale
- Coordinated Western District representative participation at holiday party
- Finalized 2018 chapter calendar Post chapter administrator job ad on websites
- Coordinated committee activities with board members

*Activities Planned*

- Conduct phone interviews with administrator candidates in December
- Set up in-person interviews for January
- Review 2018 committee plans and budget drafts
- Finalize policies and procedures guide

**Past President Report / Masters Roundtable**

*No report submitted*

**Treasurer Report**

*No report submitted*

**Secretary Report**

*Activities Accomplished*

- Took minutes at November meeting
- Finalized October meeting minutes
- Created and sent out October activity report survey
- Collected and compiled October activity reports
- Collected contact info for 2018 board roster
- Began collecting new board member bios
- Drafted 2018 board calendar
- Executive Committee counsel
- Assisted Jenny with updating board Policies and Procedures Guide

*Activities Planned*

- Finalize November meeting minutes
- Create and send out November activity report survey
- Collect and compile November activity reports
- Met with Jenny to assist with board Policies and Procedures Guide update
- Executive Committee counsel
- Draft new board member bio pages
- Update KPI tracker

**Accreditation Report**

*Activities Accomplished*

- Participated as Board Representative/APR Chair at the SDSU School of Journalism and Media Communications 10 Year Anniversary Celebration. 8 Nov.
- Conducted preliminary Western District 2018 Conference APR Program Discussions with other Western District APR Chairs
- Created APR AMBASSADOR PROGRAM proposal and campaign plan for 2018-presented to 2018 incoming board on 10 Nov.

*Activities Planned*

- Networking participation in Member Holiday recognition breakfast-7 Dec
- Preparation of PRSA SD/IC Board APR training materials scheduled for Feb2018
- Continued planning for Western District 2018 Conference APR Workshop on 11 Apr.
- Conduct 2018 APR Committee recruiting, organization and planning

**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*

- Invited volunteers to our annual volunteer breakfast

*Activities Planned*

- Speak to Jenny Mehlow regarding transition of event management for 2018.

**Summer Social / Holiday Party Report**

*No report submitted*

**Western District Report**

*Activities Accomplished*

- Participated in November board call and provided a report regarding our chapter's activities. It was the last meeting of the year.

*Activities Planned*

- No activities planned.

**Chapter Manager Report**

*No report submitted*