

Call to Order: 8:00 a.m.
Adjournment: 9:06 a.m.

Led By: Jenny Corsey
Secretary: Brianne Mundy Page

In Attendance (majority for a quorum=9) (17: 16 board members, 1 chapter admin.): Jenny Corsey, APR; Krystin Williamson; Melissa Cameron; Brianne Mundy Page; April Green; Lauren Fimbres Wood; Kristen Deuber; Michael Daily, APR; Craig Balben, APR; Jessica Ippolito; Mona Clifton; Kelly Fausel; Jenny Mehlow; Katie Nieri; Hope Reilly; Maria McGregor; Margarita Santos

Absent (1): Sarah Lemons

Guests (0):

2018 Board: Jenny Corsey APR; Krystin Williamson; Maria McGregor; Brianne Mundy Page; Michael Daily, APR; Melissa Cameron; Hope Reilly; Lauren Fimbres Wood; Sarah Lemons; Jenny Mehlow; Kelly Fausel; Mona Clifton; Jessica Ippolito; Craig Balben, APR; April Green; Katie Nieri; Kristen Deuber, APR

Chapter Administrator: Margarita Santos

Chapter Treasurer: Tracy DeMarco

Ethics Officer: Bill Gay, APR, Fellow PRSA

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> Meeting called to order at 8:00 a.m. 	<ul style="list-style-type: none"> No formal action taken or required 	Jenny Corsey
Approval of December meeting minutes	<ul style="list-style-type: none"> Brianne Mundy Page motioned, Melissa Cameron seconded. Motion passes. 1 abstained. 0 opposed. Craig Balben abstained due to not being in attendance at December meeting 	<ul style="list-style-type: none"> Brianne Mundy Page motioned Melissa Cameron seconded Motion Passed 0 Opposed Craig Balben Abstained 	Brianne Mundy Page
Chapter Administrator Intro	<ul style="list-style-type: none"> Margarita Santos is new chapter administrator. Jenny – transitioning with Rene for the coming weeks. Melissa – be sure to read job description so we’re mindful of her responsibilities and time. Reach out to Jenny if there are questions about who should work on something or help with something. 	<ul style="list-style-type: none"> No formal action required or taken 	Margarita Santos



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> Jenny – Margarita has 20 hours a month, which includes events, this meeting, etc. She's not a catch all for admin jobs, that's what volunteers are for. 		
Assembly Delegate Change	<ul style="list-style-type: none"> Melissa – since Krystin is getting married during leadership rally and national assembly, we need a vote to change that delegation. Our proposal is that we change that position to Craig Balben. Jenny – looking at Maria to go to the rally. Melissa – motion to change delegate from Krystin to Craig. Katie second. Motion passes. 0 opposed. 1 abstain – Craig Balben. 	<ul style="list-style-type: none"> Melissa Cameron motioned Katie Nieri seconded Motion Passed 0 Opposed Craig Balben Abstained 	Melissa Cameron
PO Box and Bank Accounts	<ul style="list-style-type: none"> Melissa – added agenda item. Since we're changing roles of administrator and bookkeeper, we're changing the PO Box to Tracy and putting her on the bank account. Needs to be in minutes that she's approved as the chapter's bookkeeper. Maria – motion that we vote to put Tracy on the PO Box and the bank accounts. Brianne seconds. Motion approved. 0 opposed. 0 abstain. 	<ul style="list-style-type: none"> Maria McGregor motioned Brianne Mundy Page seconded Motion Passed 0 Opposed 0 Abstained 	
Scorecard / KPI Review	<ul style="list-style-type: none"> Each committee should have at least three KPIs. Report your KPIs to Brianne after your event. 	<ul style="list-style-type: none"> No formal action required or taken 	Brianne Mundy Page
2018 Budget Update	<ul style="list-style-type: none"> Tracy will produce our official reports. (get CD numbers from Maria or from report) Total cash closing out December - \$61,137.19 2018 Budgets – need the Bernays budget. Likely will need some changes. Speaker gifts – chapter mugs or wine glasses rather than gift cards. Margarita will store and bring to events with speakers. 	<ul style="list-style-type: none"> No formal action required or taken 	Maria McGregor
2018 Committee Plans	<ul style="list-style-type: none"> Jenny – getting feedback from exec. Will get those back to you at the end of the week. 	<ul style="list-style-type: none"> No formal action required or taken 	Jenny Corsey
Chapter Calendar	<ul style="list-style-type: none"> Jan. 23 – Mixer at Fireside <ul style="list-style-type: none"> 27 RSVPs so far, more than last year already February – Media Panel Luncheon (Business Media Panel) <ul style="list-style-type: none"> Brad Graves from SD Business Journal; Diane McCabe from UT; editor of Hatch magazine Tentatively Feb 28 March 13 – Speaker Luncheon, Joe Truncale, PRSA CEO 	<ul style="list-style-type: none"> No formal action required or taken 	PD Team



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> • Talking with National University, free parking, event there last year worked well • April – Matt Prince with Taco Bell, tentatively • May – CAPIO partnership event, Lilac Fire emergency communications • February 2 – Glenn Broom event, 5-7 p.m., inaugural event • Board APR workshop, Mike Daily – best date looks to be Sat., Feb. 10; need a venue (possibly A+P or Southwest Strategies); half day; board only benefit - free 		
Two-Minute Team Updates	<ul style="list-style-type: none"> • Communications: Kelly & Jessica, working on a content calendar, our volunteer is a LinkedIn specialist, so we're working closely with her • Bernays: Hope, looking a different format in efforts to keep noise/interruptions down, we're looking at having food/dinner and awards separate. One option is to do a heavy hors devours social hour (with more silent auction time), then a theater-style awards (people not at a table, not socializing), then dessert after. 2nd option is to do dinner first, then awards. • Membership: Craig – sending out board matrix for member outreach. Receiving reports from national, working with volunteer to reach out to folks who have dropped their membership, will start planning the new member happy hour for March. • Accreditation and Community Relations: Mike, committee has received an APR scholarship application from Jessica Ippolito, board member. Committee is reviewing it. • New Pros: met with New Pros and incoming and outgoing committee chairs, will be meeting to organize work flow, etc. Urge board members to attend New Pros events, many attendees are nonmembers, there's an opportunity to engage with them and convert them to membership, and keep members as ongoing members. 	<ul style="list-style-type: none"> • No formal action required or taken 	
Adjourn	<ul style="list-style-type: none"> • Adjourned at 9:06 a.m. 	<ul style="list-style-type: none"> • No formal action required or taken 	Melissa

**Activity Reports
December 2017**

President

No report submitted

President-elect/Sponsorship

Activities Accomplished

- Scheduled chapter administrator interviews
- Worked on PRSA National PD event scheduled for December
- Helped board members transition to their new roles
- Submitted Western District sponsorship request and coordinated details for Diane Mulligan's attendance at holiday breakfast
- Updated sponsorship tracker
- Transitioned sponsorship duties to president-elect
- Recruited volunteers for committees Helped PD team with speaker recruitment

Activities Planned

- Prepare for first exec and board meetings
- Help train and transition chapter administrator
- Work on 2018 budget with treasurer
- Review 2018 committee plans
- Interview chapter administrator candidates

Past President / Masters Roundtable

No report submitted

Treasurer

No report submitted

Secretary

Activities Accomplished

- Took minutes at December meeting
- Finalized November meeting minutes & uploaded to website and Google Drive

- Created and sent out November activity report survey
- Collected and compiled November activity reports
- Updated 2018 board roster
- Continued collecting new board member bios
- Updated 2018 board calendar
- Executive Committee counsel

Activities Planned

- Take January board meeting minutes
- Finalize December meeting minutes & upload to website and Google Drive
- Create and send out December activity report survey
- Collect and compile December activity reports
- Executive Committee counsel
- Post new board member bios and head shots
- Update KPI tracker

Accreditation

Activities Accomplished

- 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
- Sent notice to members regarding APRPREP Course dates and schedule for Spring 2018 session
- Prepared 2018 APR Committee Plan and Budget.

Activities Planned

- Prepare APR Workshop for Board of Directors and WDC 2018
- Finalize and seat 2018 APR Committee members
- Participate in January social for APR visibility, information distribution and recruiting opportunities

Bernays Awards

No report submitted

Community Relations & Advocacy

No report submitted

Marketing Communications

No report submitted

Digital Communications

No report submitted

Membership Director

No report submitted

Diversity Outreach

No report submitted

News Pros and Student Outreach

Activities Accomplished

- Set up new volunteer application via Google Forms
- Updated website with link to form and my contact info
- Met with SDSU PRSSA President Vivian Lam
- Sent email introductions to JMS professors at SDSU
- Drafted and submitted budget and committee plan
- Began volunteer recruitment for board teams

Activities Planned

- Began placing volunteers on board teams, emailed intros
- Posted volunteer recruitment blog post, which was shared via social media and e-news
- Transition meeting for New Pros committee held on 1/17
- Incoming New Pros committee planning meeting held on 1/25
- Communications infrastructure set up on Google Drive, Groups, and Hangouts
- Worked with committee to finalize committee plan
- Need to communicate key changes to New Pros event schedule to executive committee

Professional Development

Activities Accomplished

- Researched and finalized details for January mixer

- Set up event details in EventBrite, Facebook Events and began promotion
- Worked on 2018 professional development plan and budget
- Participated in board meeting

Activities Planned

- Finalize 2018 professional development plan and budget
- Continue promotion of January mixer
- Attend January mixer and send post-event report
- Solidify February Business Media panel and location
- Contact Joe Truncale to finalize travel and theme
- Research and book location for March event
- Begin researching speakers for August panel

Western District

No report submitted

Ethics

No report submitted

Chapter Manager

No report submitted

(See next page for January financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
01/18/18**

Treasurer's Report

Public Relations Society of America

San Diego and Imperial Counties Chapter

January 1-31 Unreconciled

January 31, 2018



2018 Account Balance

2018 Monthly Account Balances

	2017 Year End	2018 Budgeted Year End	January	February	March	April	May
CD (3-mth)	10,019.74	10,062.00	10,023.25				
CD (12-mth)	20,100.57	20,321.00	20,117.56				
Checking	31,016.88	36,000.00	26,553.91				
Total	61,137.19	66,383	56,754.72				

	June	July	August	Sept.	Oct.	Nov.	Dec.
Pay Pal credit							
CD (3-mth)							
CD (12-mth)							
Checking							
Total							

Annual Account History – 2008-2017 (reflect year-end totals)

	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
CDs	30,120.31									
Checking	31,016.88	65,011	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772
Total	61,137.19	65,011	\$75,327	\$91,356	\$90,753	\$74,599	\$60,236	\$61,756	\$61,643	\$44,772