



<b>Call to Order: 8:01 a.m.</b> <b>Adjournment: 9:04 a.m.</b>	<b>Led By: Jenny Corsey</b> <b>Secretary: Brianne Mundy Page</b>
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**In Attendance (majority for a quorum=9) (17: 16 board members, 1 chapter admin.):** Jenny Corsey, APR; Krystin Williamson; Melissa Cameron; Brianne Mundy Page; Kristen Deuber; Michael Daily, APR; Jessica Ippolito; Kelly Fausel; Jenny Mehlow; Katie Nieri; Hope Reilly; Maria McGregor; Sarah Lemons; Mona Clifton; April Green; Margarita Santos; Lauren Fimbres Wood;

**Absent (1):** Craig Balben, APR

**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:** Traci DeMarco

**Ethics Officer:** Bill Gay, APR, Fellow PRSA

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> <li>Meeting called to order at 8:00 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Jenny Corsey
Phishing scam alert	<ul style="list-style-type: none"> <li>Were able to stop a phishing scam – check was in the email. We are going to close the bank account and open a new account and issue new cards.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Jenny Corsey
Approval of January meeting minutes	<ul style="list-style-type: none"> <li>No discussion</li> </ul>	<ul style="list-style-type: none"> <li>Brianne Mundy Page motioned</li> <li>Jenny Mehlow seconded</li> <li>Motion Passed</li> <li>0 Opposed, 0 abstained</li> </ul>	Brianne Mundy Page
Board APR Workshop	<ul style="list-style-type: none"> <li>Great Board APR Workshop</li> <li>7 Attendees</li> <li>Jenny supports doing it every year</li> <li>Jenny Mehlow – one of the suggestions was starting a physical library for Board members for the study materials – textbooks, etc.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Mike Daily



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>Jenny Corsey – perhaps we, as a Board, buy the books for Board use, could put it in the APR budget.</li> </ul>		
SDSU Partnership Proposal	<ul style="list-style-type: none"> <li>SDSU has submitted a proposal requesting Chapter support for funding – pretty much the same as last year. \$2,000 for student travel, \$400 for sponsorship at their gala.</li> <li>Will ask to be able to speak at the gala. Kristin – recommend a good Board representation of both alumni and non-alumni.</li> <li>Jenny motions to approve funding request \$2,400 from SDSU for 2018.</li> </ul>	<ul style="list-style-type: none"> <li>Jenny motioned</li> <li>Mike Daily seconded</li> <li>Motion Passed</li> <li>0 Opposed</li> <li>Craig Balben Abstained</li> </ul>	Jenny Corsey
2018 Budget	<ul style="list-style-type: none"> <li>We have a balanced budget.</li> <li>Jenny C. – changes have resulted in \$6,600 net income. Main reason is a reduction in fees for chapter manager because Margarita is starting at a lower salary than Rene did, which is saving us some money. We are being frugal with speaker gifts – giving leftover mugs and wine glasses rather than buying gift cards. Credit card fees – have spread it out across each program. Where you spend it is where it should show up. We may try some advertising this year. We’ve budgeted for a chapter admin bonus if we choose to award that, and a bit more for Rene as she worked into January.</li> </ul>	<ul style="list-style-type: none"> <li>Maria McGregor motioned</li> <li>Mike Daily seconded</li> <li>Motion Passed</li> <li>0 Opposed</li> <li>0 Abstained</li> </ul>	Maria McGregor & Jenny Corsey
Chapter Calendar	<ul style="list-style-type: none"> <li>PD Event Update               <ul style="list-style-type: none"> <li>January 23 Mixer Report – good responses from survey. About 4.5 out of 5. Love the venue. 48 attendees, \$422 profit. Melissa – need to get the names and email addresses of the walk-ins and non-members to add to Mailchimp eblast list. Margarita will work on that.</li> <li>Feb 28 Media Panel Update – 48 RSVPs, Kristin will moderate the panel. Member perk – emailing the attendee list, members can send questions in advance, and if you’re not a member, here’s how you sign up. Jenny – if we do reach capacity, let’s advertise that it’s sold out. Melissa – should do an outreach to New Pros and PRSSA to make sure they know about it because this is the type of event they’re usually interested in.</li> <li>March 13 – Katie – Joe Truncale, PRSA CEO. Trying to lock down a venue. Lunch event.</li> <li>April 17 – Matt Prince, Taco Bell. Union Co-Work is the venue. We’re fine tuning topic/discussion. Jenny C – we need to invite the students and New Pros.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Brienne Mundy Page



Agenda Item	Discussion	Action	Owner
Two-Minute Team Updates	<ul style="list-style-type: none"> <li>• Communications: Jessica &amp; Kelly - Working on blog and content calendar for the year, which will include ideas for each committee. A volunteer is working on a blog post promoting the mentor program. Mike – let’s work on a blog for the APR program. Jenny C – reminder that each board member is responsible for coming up with blog posts.</li> <li>• Bernays: Sarah – judging will be the Greater Cleveland chapter in October, which is the same month as our event. Brianne, Krystin, Jenny M. volunteering. Mike will remind APRs that judging comes with maintenance points. South Carolina will be judging our chapter. Melissa – if anyone has a volunteer for the judging, it’s really needed. Jenny C – also helpful for succession. Would like to prioritize volunteers to Bernays. Sarah – need a communications chair, too. April/Jenny C – all volunteers are required to fill out online volunteer form. Sarah – there are going to be some adjustments to the judging criteria, we’ll keep you posted. In venue research mode.</li> <li>• Membership: April/Mona – April, Craig and I got together to discuss how to work better as a team and meeting our goals. April – New Pros, met in late January with the five gals to discuss events and mentorship program. Will send info to Brianne for annual calendar. Began promo for Feb 24 event at the Air &amp; Space Museum – brief presentation on the media landscape and how it’s changed, how nonprofits handle in-house PR.</li> <li>• Accreditation and Community Relations: Mike – need a location for panel presentations. Two presentation dates – June 2 and November 3. Brianne will connect Mike with Courtney Pendleton at the YMCA.</li> <li>• Comms – QT event may be moving to September, August can be tough to get people because they’re still out for summer. And we need a new venue. Hope – but our most successful workshop with Michael Smart was in August. Jenny M – maybe we just change the venue, not the month.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	
Adjourn	<ul style="list-style-type: none"> <li>• Adjourned at 9:04 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Melissa

**Activity Reports  
January 2018**

**President**

*Activities Accomplished*

- Evaluated committee plans and budgets
- Worked on budget with treasurer and bookkeeper
- Conducted interviews with administrator candidates; followed up with rejected candidates
- Worked with bookkeeper on financial task transition
- Worked with bank on paperwork for new signature cards
- Hired and helped train new administrator; drafted offer letter
- Led monthly executive team call and monthly board meeting
- Counseled board directors on strategy and planning
- Transitioned new ethics officer to board
- Transitioned sponsorship program to president-elect and updated sponsorship tracker
- Worked with secretary to fine-tune KPIs for scorecard
- Worked with comms team on content ideation
- Attended January mixer and presented sponsor recognition and remarks
- Facilitated introduction to April speaker for PD team
- Advised board on issues including raising event rates, student scholarship program timeline, new credit card fee policy, nametag change, post event surveys
- Communicated with national and Western District liaisons on multiple chapter-related issues, Bernays format, SDSU partnership
- Worked with PRSA National PD team on San Diego event planned for December

*Activities Planned*

- Prepare for first exec and board meetings
- Finalize budget and committee plans
- Support directors with committee activities
- Continue to search for venue for National PD event

**President-elect/Sponsorship**

*Activities Accomplished*

- Began 2018 sponsorship plan and KPI development.
- Obtained new MJE Marketing logo for website and email communications.
- Attended networking event at Fireside.

*Activities Planned*

- Complete 2018 sponsorship plan and KPIs.
- Attend media mixer event.

**Past President / Masters Roundtable**

*No report submitted*

**Treasurer**

*No report submitted*

**Secretary**

*Activities Accomplished*

- Prepared for January meeting
- Took minutes at January meeting
- Finalized December meeting minutes & uploaded to website and Google Drive
- Created and sent out December activity report survey
- Collected and compiled November activity reports
- Updated 2018 board roster
- Published new board member bios and photos
- Updated 2018 board calendar
- Created 2018 report card/KPI tracker
- Executive Committee counsel
- Attended kickoff mixer

*Activities Planned*

- Prepare for February meeting
- Take February board meeting minutes
- Finalize January meeting minutes & upload to website and Google Drive
- Create and send out January activity report survey
- Collect and compile December activity reports
- Executive Committee counsel
- Attend meet the media event
- Attend Board APR workshop
- Update Board calendar
- Update 2018 report card/KPI tracker
- Register for WD conference

## **Accreditation**

### *Activities Accomplished*

- Prepare APR Workshop for Board of Directors and WDC 2018
- Participate in January Social for APR visibility, information distribution and recruiting opportunities
- Planning discussion re: possible joint APR/APR+M Meeting with Staci Reidinger-25 Jan

### *Activities Planned*

- Represent PRSA SD/IC at the inaugural Allen Lecture Series-SDSU- 5 Feb 2018
- Conduct APR Board Member-only Prep Workshop-10 Feb
- Continue preparation of WDC 2018 Workshop material
- Finalize and seat 2018 APR Committee members
- Coordinate and finalize 2018 PR Boot camps with Dr. Sha and SDSU

## **Bernays Awards**

*No report submitted*

## **Community Relations & Advocacy**

*No report submitted*

## **Marketing Communications**

### *Activities Accomplished*

- Sent 4 weekly e-blasts to promote Chapter events, drive volunteer signups, promote mentoring program, and provide educational opportunities/insights from PRSA blogs and website.

### *Activities Planned*

- Continue to send weekly e-blasts.
- Meet with Kelly to strategize for the year.
- Meet with SDSU volunteer to discuss ways he can help us reach our goals.
- Send call for blog posts to Board.

## **Digital Communications**

### *Activities Accomplished*

- Kick-off mixer posts
- Submitted social plan to Jenny

### *Activities Planned*

- Meet the media blog coverage
- Revamping LinkedIn

#### **Membership Director**

*No report submitted*

#### **Diversity Outreach**

*No report submitted*

#### **News Pros and Student Outreach**

##### *Activities Accomplished*

- Conducted first meeting with New Pros committee to outline goals, roles, communication, and timelines
- Designed email template to be used throughout the year (includes entire New Pros committee roster)
- Updated social media platforms to have the same/updated profile and banner images
- Established a lead time for approvals on e-newsletters and social media content
- Established first New Pros event in February at San Diego Air and Space Museum
- Mapped out New Pros events for entire year, we will be hosting only educational events, as they were more highly attended in 2017, no mixers, on a bimonthly basis
- Updated website with new Mentorship Program information
- Launched e-newsletters to promote both Mentorship and February educational event

##### *Activities Planned*

- February 24 first New Pros educational event at SD Air and Space Museum
- Begin to coordinate Mentorship Program launch party
- Digest feedback on New Pros and Student Outreach budget, communicate monies allocated to committee members
- Schedule meetups with my assigned PRSA SDIC members

#### **Professional Development**

*No report submitted*

#### **Western District**

*No report submitted*



Public Relations Society of America  
San Diego/Imperial Counties

**Board Meeting**  
**02/15/18**

**Ethics**

*No report submitted*

**Chapter Manager**

*No report submitted*

*(See next page for February financial report)*





Public Relations Society of America  
San Diego/Imperial Counties

**Board Meeting  
02/15/18**

**Treasurer's Report**

**Public Relations Society of America**

**San Diego and Imperial Counties Chapter**

**February 1-28 Unreconciled**

**February 28, 2018**



**2018 Monthly Account Balances**

	<b>2017 Year End</b>	<b>2018 Budgeted Year End</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>
CD (3-mth)	10,019.74	10,062.00	10,023.25	10,026.66			
CD (12-mth)	20,100.57	20,321.00	20,117.56	20,134.57			
Checking	31,016.88	35,000.00	26,553.91	26,703.50			
<b>Total</b>	<b>61,137.19</b>	<b>65,383.00</b>	<b>56,754.72</b>	<b>56,864.73</b>			

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

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

	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>
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
<b>Total</b>	<b>61,137.19</b>	<b>65,011</b>	<b>\$75,327</b>	<b>\$91,356</b>	<b>\$90,753</b>	<b>\$74,599</b>	<b>\$60,236</b>	<b>\$61,756</b>	<b>\$61,643</b>	<b>\$44,772</b>