



<b>Call to Order: 8:01 a.m.</b> <b>Adjournment: 9:18 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) (15):** Jenny Corsey, APR; Krystin Williamson; Brianne Mundy Page; Kristin Deuber; APR, Hope Reilly; Maria ;McGregor; Katie Nieri Jessica Ippolito, Bill Gay, APR, Fellow PRSA; Sarah Lemons; Kelly Fausel; April Green; Mike Daily, APR; Jenny Mehlow: Lauren Fimbres Wood; Craig Balben, APR; Margarita Santos

**Absent (2):** Mona Clifton; Melissa Cameron

**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; Kristin 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 8:01 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Jenny Corsey
Approval of February 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>Kristin seconded</li> <li>Motion Passed</li> <li>0 Opposed, 0 abstained</li> </ul>	Brianne Mundy Page
Budget Update	<ul style="list-style-type: none"> <li>Error in Quick Books, will work with Tracy to figure out what happened.</li> <li>Chapter manager fee for January was more than expected due to transition</li> <li>WD no longer giving \$100 sponsorship for events, they're putting that money toward the WD conference.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Maria McGregor & Jenny Corsey
Q1 New Member Happy Hour	<ul style="list-style-type: none"> <li>March 28 at McGregor's, 5-7 p.m.</li> <li>Jenny – I think one of the other new member events should be a breakfast</li> <li>Lauren – so many of the "Meet the Media" attendees were non-members,</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Craig Balben



Agenda Item	Discussion	Action	Owner
	<p>do we follow up with them regarding membership?</p> <ul style="list-style-type: none"> <li>• Craig will reach out via email.</li> <li>• Kelly wrote a blog post recapping the media event, perhaps Craig can use that.</li> </ul>		
2019 ICON Update/Theme	<ul style="list-style-type: none"> <li>• It's confirmed, we are hosting. Huge opportunity and huge risk.</li> <li>• National wants a theme from us in the next few months or so. Sooner they get it, the sooner they can start promoting it. In the past, they've kept location under wraps and then announce at the end of the prior year's conference. But, they're not doing that. It's not a secret this time.</li> <li>• Promotion</li> <li>• Sponsorship, our chapter has a 20% revenue split, but we're going to negotiate for a 25% split. This could be a huge financial boost for us. This kind of event is where we really get our financial bumps. The website revamp came after the Western District Conference.</li> <li>• Jenny - This will be a big lift – need a team committed to it. I don't want Board members to feel they need to volunteer for this, because you're already running the chapter. This really should be non-Board members. We have some senior practitioners who have expressed interest, and this is a good opportunity for new professionals.</li> <li>• Krystin – Bill and I have the start of a plan, he's really gotten the ball rolling.</li> <li>• Bill – we need to get the sponsorship ball rolling. There is already a 2019 ICON Google folder, I uploaded our 2009 conference brochure, 2019 will be celebrating the 10 year anniversary of the 2009 ICON. It has some of the sponsorships and the committee structure – could provide good info for 2019 ICON. We'll be putting together a sponsorship committee. We need a hospitality committee, a pr/marketing committee, opening reception committee. Those are the tentative committees national recommends. We may come up with more, may consolidate.</li> <li>• Bill - Theme – we have to differentiate. The theme has always been on the professional level, such as “Managing Change.” We were talking more about branding the locale.</li> <li>• Jenny – SD is known for innovation, biotech – not just surfing and flip flops.</li> <li>• Krystin – we will be getting something in the next chapter newsletter that we're hosting – solicit volunteers and themes from our chapter members. Also through our social channels. Need to solicit a co-chair with Bill.</li> <li>• Bill – October 6-9, 2019 Marriott Marquis downtown.</li> <li>• Hope – is there a perk for younger members who volunteer getting a conference attendance pass?</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Jenny Corsey, Bill Gay



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>• Bill – our Board will be receiving two complimentary full conference passes for Austin. They pay for the conference, but you'll have to do a little work. We'll have a table in the exhibit area where we'll be promoting the SD conference. At the end of the conference, there's a passing of the gavel. Need to consider who's going to be going. There will be some expense – with travel and hotel. That should be put on the agenda sooner than later.</li> <li>• Jenny – Bill, can you go? Bill, let me talk to my better half. I'm happy to have a co-chair. I don't have to be there. It can be some leadership in the chapter. It might be better to have someone go with fresh eyes. Jenny – I want to make sure our lead guy is on the floor with this. Perhaps it is your co-chair, depending on who it is. Bill - People who want to volunteer can contact me.</li> <li>• Jenny – we shouldn't overlook the creative that has grown in San Diego, too. If you've attended an SDX event, the creative that's coming out of this area is really impressive and interesting. You don't have to be NY, LA or Boston to have this level of diversity and creativity.</li> <li>• Jenny – tomorrow's PR professional has to have such a divers skill set. Maybe – come to this conference to learn to be tomorrow's PR practitioner</li> </ul>		
February and March Event Recaps	<ul style="list-style-type: none"> <li>• Lauren – February event was amazing, 75 people. Krystin did an excellent job moderating. Three panelists had great insights and were eager to share them with everyone. Good venue and food. Built-in a/v. The April event will be there, it'll be a luncheon. It may be a bit awkward to eat, since there aren't desks and tables. Jenny – board members will help bus. Lauren, I think they're getting new chairs. The price point was good, which was how we were able to have such a good profit. Kristen will send around results of the survey.</li> <li>• Kristin – March event. 35 people. Venue was beautiful, they did a great job with the food. Probably more expensive than we want to do in the future. Maybe an option for Bernays? Hope – we've been talking with them for a few weeks. Jenny – service was good. Kristen will send out a survey. Jenny – we did lose money on that one. But our January and February profits more than made up for it. This is an example of we can afford to lose a little, it was important for Joe Truncale, PRSA CEO to be here and be in our city as we look ahead to ICON 2019.</li> <li>• Jenny – 9 people attended the Masters portion with Joe Truncale. We are looking at the Sharp event to be the next possible Masters event. As PD is preparing for the social media workshop, we need to be thinking about how the Masters group could tie into that. Will be charging a small fee for masters. In the past, the masters event has been free with admission to</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required.</li> </ul>	Katie Nieri



Agenda Item	Discussion	Action	Owner
Chapter Calendar	<p>the PD event. But, we're going to now charge a small fee.</p> <ul style="list-style-type: none"> <li>• April 17 – Matt Prince/Millennial Marketing and Trendspotting               <ul style="list-style-type: none"> <li>○ Case studies about how to use social media as a tool to build the next big idea and how to get authenticity with millennials.</li> <li>○ Jenny – Matt started out doing business writing, then did some work with Disney. His abilities came from a strong foundation in business.</li> <li>○ Lauren – I know we want to do this in conjunction with New Pros. Jenny – we encourage them to come to this one. They don't have an event that month. Maybe we give them a separate time to meet with the speaker.</li> <li>○ Jenny – for promotion, ask him about 5 questions in advance that we can put in a blog to help promote the event.</li> </ul> </li> <li>• May 14 – Public Private Partnerships/CAPIO               <ul style="list-style-type: none"> <li>○ Kristin – don't think we can get away from North County. Looks like the City of Carlsbad will host, so it will be fairly inexpensive from that standpoint. We'll have to do some outreach to our North County members. I know from personal experience of hearing that CAPIO members wanting to become PRSA members. Topic will be emergency communications.</li> <li>○ Jenny – we talked about making it a bit broader. How public/private partnerships work together in emergencies.</li> <li>○ Jenny M – speaker lineup? AMR ambulances during the Hep A crisis, they sort of stepped in to help offer vaccines. May be something to consider for a speaker.</li> <li>○ Jenny C – we will point out that this is our North County event for the year.</li> <li>○ Hope – we've worked on some public/private partnerships that aren't crisis communications. We've worked with the Carlsbad Desalination plant.</li> <li>○ Craig – I'm going to April CAPIO conference. If there's any sort of flier or info we can develop, like a save-the-date or something, to promote the event?</li> </ul> </li> <li>• June/July – Sharp Healthcare Corporate Newsroom/Summer Mixer</li> <li>• August – Social Media Workshop</li> <li>• September – Ethics/Journalism</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Lauren Fimbres Wood



Agenda Item	Discussion	Action	Owner
Two-Minute Team Updates	<ul style="list-style-type: none"> <li>• Accreditation – Mike: APR Committee is seated. Possible successor. April is APR Month, not sure how we’re going to utilize that. In final prep phase for the APR workshop at the April conference.</li> <li>• Sponsorships – Krystin: sending a Taco Bell reminder to our sponsors as well as some blog options based on communications’ last email. Working on making sure Reliance and BAH sponsorship moneys are in the budget. Attention Getters, PR Pros and Business Wire working on continuing with them. Working with C3 as well.</li> <li>• Administration – Margarita: I sent the invitations out for the new Google Drive, if you didn’t get it, let me know and I’ll resend.</li> <li>• New Pros/Student Outreach – April: hosted first educational event on 2/20 at Air &amp; Space Museum, 10 attendees, which is okay. 20 would be more successful, which is what we’re striving for in April at the Museum of Man with a tower tour and how they do PR. We wrote a blog post recapping the February event and just submitted to Margarita. Now that we have a couple more committee members, we’re going to weave in some more social events. Working on breaking through the UCSD barrier. Lauren will help connect to the undergraduate communications society. Next committee meeting is 3/28 at Lestat’s in Hillcrest.</li> <li>• Communications &amp; Marketing – we’re encouraging everyone to add blog ideas to content calendar. For instance, Sharp event would be good to use blog to tease events in advance. I met with one of our SDSU volunteers, please pull together weekly trend emails, content that might be of interest for someone to comment on for a blog. He can help us stay on top of things for social and eblast. Member spotlights or journalists – please send them to us. Also working on images that can be used for social and the blog. Thanks to Margarita, she’s always getting posts up really quickly. Maria – video highlight of a volunteer with testimonial about why volunteering is beneficial. Jenny – April is going to be doing a second event, a volunteer appreciation night half way through the year, it’d be great to have a few videos for that. Maria – I’d love to do that and will work with April.</li> <li>• Bernays Awards – Sarah – we have narrowed down our venue search to the Alexandria Hotel, they have a nice auditorium and separate lobby and cocktail hour space – working on food/beverage budget. Free parking. Other option is the SD Museum of Art. They have an auditorium with a 400 capacity for both the cocktail and theater seating. Just working on food/beverage. We’ll make final decision based on budget. Then, we’ll start working on a theme that will depend on venue. Jenny – let us know as</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	



Agenda Item	Discussion	Action	Owner
	<p>soon as you have a date. Sarah – Targeting Thursday, 10/25. Omni platform update and tutorial - \$150. Jenny C. – will be sending out a call for silent auction items soon. It can be something creative.</p> <ul style="list-style-type: none"> <li>• Community Relations – Jenny M. targeting the 3<sup>rd</sup> week of August for the Quality Time event. We'll keep August and change the venue, back to YMCA in Kearny Mesa. Small chance I may get fees waived at the library, but we'll see. I also reached out to San Diego Foundation – free only during business hours. The exception is that we're hosting non-profits. Jenny C – be sure you coordinate dates with the PD team.</li> </ul>		
New Business	<ul style="list-style-type: none"> <li>• Jenny C - Google Drive – Rene sent to wrong email address. Want to explore transitioning materials to a website like Box. They have a nonprofit rate. That website is very functional.</li> <li>• Mike – I have firewall issues with Google.</li> <li>• Jenny M – I love Box.</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 9:18 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Jenny

**Activity Reports  
February 2018**

**President**

*Activities Accomplished*

- Worked with treasurer to complete and finalize budget
- Reviewed all budgets and sent detailed feedback to each director Led board meeting, exec team meeting and developed agendas
- Coordinated funding request from SDSU Attended February PD event, drafted and delivered talking points
- Recruited volunteers and support for chapter
- Provided counsel and direction for board directors
- Managed bookkeeper and chapter administrator activities; helped administrator with personal liability insurance, created new timesheet, etc.
- Provided interview quote to Rick Griffin at Times of San Diego concerning U-T sale, on behalf of PRSA SDIC
- Worked with professional development team on events
- Coordinated details with national on PD event in San Diego (December) and 2019 ICON
- Dealt with email phishing scam and coordinated new checking account with bookkeeper and treasurer
- Updated committee plan/budget template
- Completed various board admin and support tasks

*Activities Planned*

- Oversee execution of Q2 board plans
- Work with directors on upcoming events and programs

**President-elect/Sponsorship**

*Activities Accomplished*

- Sponsorship follow up on upcoming renewals
- ICON 2019 planning

*Activities Planned*

- Sponsor follow up on upcoming renewals
- ICON 2019 planning

**Past President / Masters Roundtable**

*No report submitted*

**Treasurer**

*No report submitted*

## **Secretary**

### *Activities Accomplished*

- Prepared for February meeting
- Took minutes at February meeting
- Finalized January meeting minutes & uploaded to website and Google Drive
- Created and sent out February activity report survey
- Collected and compiled January and February activity reports
- Updated 2018 board roster
- Updated 2018 board calendar
- Executive Committee counsel
- Attended Meet the Media breakfast
- Attended APR workshop
- Registered for WD Conference in Denver

### *Activities Planned*

- Prepare for March meeting
- Take March board meeting minutes
- Finalize February meeting minutes & upload to website and Google Drive
- Create and send out March activity report survey
- Collect and compile February & March activity reports
- Executive Committee counsel
- Update Board calendar
- Update 2018 report card/KPI tracker

## **Accreditation**

### *Activities Accomplished*

- Represented PRSA SD/IC at the inaugural Allen Lecture Series-SDSU- 5 Feb 2018
- Conducted APR Board Member-only Prep Workshop-10 Feb
- Continued preparation of WDC 2018 Workshop material
- Finalized and seated 2018 APR Committee members
- Coordinated and finalized 2018 PR Boot Camps with Dr. Sha

### *Activities Planned*

- Global APR Chair Meeting with National HQ (virtual)-6 March 2018



- Final preparation of WDC 2018 APR Workshop materials
- APR Committee Meeting-TBD

## **Bernays Awards**

### *Activities Accomplished*

- Researched venues that can accommodate new theater-style format for Bernays Awards ceremony
- Determined preferred date of Thursday, Oct. 25, to hold the Bernays Awards
- Confirmed that our chapter will judge the Greater Cleveland PRSA Chapter's entries in October and the South Carolina Chapter will judge our Chapter's award entries
- Attended webinar regarding how to update award scoring criteria for the online judging platform
- Finalized Bernays Awards budget
- Continued search for Bernays committee volunteers

### *Activities Planned*

- Secure venue and caterer (if needed)
- Determine this year's theme
- Announce the call for student award entries
- Secure additional volunteers to help with award management, collateral management and event management
- Hold initial planning meeting/calls with volunteers
- Confirm if Seanny with My Creative Vision is willing to design call for entries, award program and Bernays collateral again this year in exchange for an in-kind sponsorship
- Update call for entries language
- Meet with Krystin to transition/discuss management of online judging platform

## **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.
- Met with Kelly to strategize for the year. Specific discussion included how best to solicit engaging blog content from other Board members, what new types of content we can invite other members to write about, and how volunteers can help us achieve our goals.
- Sent out a call for blog posts to the Board and linked to a Google document that Kelly and I pre-populated with some ideas for the year.
- The goal is for the rest of the Board to use this calendar to actively contribute ideas so we can promote in a timely fashion and have a regular stream of engaging content.
- Met with SDSU volunteer Jeffrey Chacon to discuss how he can support the MarComm committee. I asked him to help with three specific things:

- Curated weekly email with relevant trends, news, and insights that Kelly and I can maximize on social and use as inspiration for blog posts
- Member spotlights: I provided a list of potential members to spotlight as well as an example of past spotlights and the emails I sent to solicit participation. He promised to get me my first one in March.
- Creating images for social media and e-blasts: we have a need for images when there isn't something existing or if another Board member doesn't have time to create one. I have asked him to experiment with Canva and start to develop a library of images that we can draw from. This will take some guidance as he has no experience doing this and wants to learn; once he gets in a rhythm I'm hoping he can create a nice selection of appealing images that will help with promotions.

*Activities Planned*

- Continue to send weekly e-blast.
- Initiate a series of APR-related blog posts with Mike Daily (idea is to brainstorm topics and ask APRs to write a related post for our blog). Also, reach out to other Board members with ideas for posts (example, ideas for diversity-related topics, teasers for events to use to promote them/speakers ahead of time, etc.).
- Finalize committee Marketing plan. My original plan was not in the template Jenny sent, so Kelly and I are working together to get a complete year plan for MarComm to you in the requested format.
- Start reaching out to individual members assigned to me to engage them with the Chapter.
- Assist PD with planning Sharp Lunch & Learn event in June, if needed. Tentative date is June 19; recently checked in with Pam Hardy from Sharp and she is going to get back to me with more details so they can start planning logistics with PD.
- Working with volunteer to help him better understand our needs and how he can help. He is still trying to get himself acclimated and figure out exactly what we want and how to do it.

**Digital Communications**

*No report submitted*

**Membership Director**

*No report submitted*

**Diversity Outreach**

*Activities Accomplished*

- Met with Membership Committee to brainstorm ideas for future events and programming.

*Activities Planned*

- Confirmation of D&I event month and securing location for the event. Assisted with communications for New Member Happy Hour.

**News Pros and Student Outreach**

*Activities Accomplished*

- Held first educational event at the San Diego Air and Space Museum. David Neville spoke about his experience in the PR industry and gave the group a special tour of Speed, their latest exhibition.
- Requested communications co-chairs draft a recap of the event for the Chapter blog. Held a conference call to discuss upping the frequency of events throughout the summer for additional revenue.
- Successfully paired 8 mentors with 8 mentees for the NP's Spring Mentorship Program. Kickoff event was held the first week of March. Posted event on social media, published organic and paid posts to entice folks to buy a ticket.
- Requested several volunteer opportunity mentions in e-news and on social.
- Recruited several new volunteers and placed them on various teams.
- Alerted the Executive Committee about recruitment progress to date. Working on recruiting additional volunteers for the Bernays Committee.
- Working on integrating email addresses of those who have attended past events into our NP Mail Chimp subscriber list.
- Lost a NP Committee member (events co-chair and treasurer) but have since recruited two additional volunteers to help. I plan to appoint them both as events co-chairs as we need more assistance in that area.
- Requested and gained access to the NP folder on the PRSA SD/IC Drive account. Did a little file management to get our documents and digital assets organized.

#### *Activities Planned*

- Plan April educational event, hopefully at the Museum of Man. Post event on social and in e-news. Goal is 20 tickets sold. Next team meeting is March 28 at 5:30 PM (Lestat's Hillcrest).
- Onboard new NP Committee members. Introduce them to the team, give them access to Google Drive. Outline a set of social events during the summer. Initiate contact with restaurant management, book, add to events calendar.
- Communicate dates to Brianne Mundy Page for Chapter calendar update.
- Look into creating print materials for volunteer recruitment (business cards or flyers) and T-shirts for those who volunteer this year, I will keep them unisex per Jenny's request.
- Touch base with Mona and Craig to ensure we're continuing to support each other's efforts.
- Contact my assigned PRSA SD/IC members.

### **Professional Development**

#### *Activities Accomplished*

- Executed successful Business Media event
- Finalized venue arrangements for Joe Truncale event, began researching venues for summer networking event
- Continued discussions with CAPIO around a partner event in May
- Continued discussions with Matt Prince, Taco Bell, around an event in April
- Continued coordination with guest speaker Joe Truncale regarding his March visit

#### *Activities Planned*

- Continued venue research for summer networking event with lead venue of Wonderland in OB identified
- Continued discussions with CAPIO around a partner event in May
- Continued discussions with Matt Prince, Taco Bell, around an event in April



- Heavy promotion of April event -Goal is to have save-the-date information for May CAPIO and summer mixer events shared as well

**Western District**

*No report submitted*

**Ethics**

*No report submitted*

**Chapter Manager**

*No report submitted*

*(See next page for March financial report)*



Public Relations Society of America  
San Diego/Imperial Counties

**Board Meeting  
03/15/18**

**Treasurer's Report**

**Public Relations Society of America**

**San Diego and Imperial Counties Chapter**

**March 1-31 Unreconciled**

**March 31, 2018**



**2018 Account Balance**

**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	10,029.63		
CD (12-mth)	20,100.57	20,321.00	20,117.56	20,134.57	20,149.94		
Checking	31,016.88	35,000.00	26,553.91	26,703.50	30,888.63		
<b>Total</b>	<b>61,137.19</b>	<b>65,383.00</b>	<b>56,754.72</b>	<b>56,864.73</b>	<b>61,068.20</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>