

Call to Order: 8:01 a.m. Adjournment: 9:04 a.m.	Led By: Jenny Corsey Secretary: Brianne Mundy Page
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<p>In Attendance (majority for a quorum=9) (14): Jenny Corsey APR; Krystin Williamson; Maria McGregor; Brianne Mundy Page; Michael Daily, APR; Hope Reilly; Sarah Lemons; Kelly Fausel; Jessica Ippolito; Melissa Cameron; Mona Clifton; Jenny Mehlow; Lauren Fimbres Wood; Katie Nieri;</p> <p>Absent (3): April Green; Craig Balben, APR; Kristin Deuber, APR</p> <p>Guests (1): Bill Gay, APR, Fellow PRSA</p> <p>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</p> <p>Chapter Administrator: Margarita Santos</p> <p>Chapter Treasurer: Traci DeMarco</p> <p>Ethics Officer: Bill Gay, APR, Fellow PRSA</p>
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Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> Meeting called to order at 8:01 a.m. 	<ul style="list-style-type: none"> No formal action taken or required 	Jenny Corsey
Housekeeping Reminders/Announcements	<ul style="list-style-type: none"> Mid-year retreat in July, sent out scheduling Doodle. Will be on a Friday afternoon from Noon to 5 with lunch. Will also be a baby shower for our two expecting moms and we never did anything for Hope. Bring diapers and wipes. Try to spread the word about the next few events. A few of us will be going to the SDSU SJMS gala on May 12. One open spot available. If you have interest in being more involved with students, please let me know. Please be more responsive on email. 	<ul style="list-style-type: none"> No formal action taken or required 	Jenny Corsey
Approval of March meeting minutes	<ul style="list-style-type: none"> No discussion 	<ul style="list-style-type: none"> Brianne Mundy Page motioned Maria McGregor seconded Motion Passed 0 Opposed, 0 	Brianne Mundy Page



Agenda Item	Discussion	Action	Owner
Bernays Awards Venue Vote Proposal	<ul style="list-style-type: none"> The Alexandria at Torrey Pines – two options there. Option one is the Illumina Theatre, Helvetica and Lobby and option two is the Americana Ballroom with outdoor patio. First option is a more formal theatre style with a lobby space connected to the theatre. The second option is the ballroom attached to a patio. One downside is no food and beverage in the theater. We can set up a theater-style in the ballroom. No formal dinner. Will be having a slider or a taco bar and tray-passed heavy appetizers. One drink ticket per person. If we get a wine sponsor, would have host wine throughout the event. After discussion – going to try the theater-style with the lobby, which is also in budget. Thursday, October 25th is the date. Theme ideas – one is “new American” – modern, Mad Men style, vintage, retro – PR Pioneers, Blazing a New Trail, Inspiring Greatness. Or – more in the life sciences since we’re in Torrey Pines, genome, DNA, Mapping the PR Genome, Where Innovation Lives, etc. After discussion, going with the retro, Mad Men, vintage theme to go with the glam setting of The Alexandria and to help with the format change. 	<p>abstained</p> <ul style="list-style-type: none"> No formal action required or taken 	Sarah Lemons and Hope Reilly
Financial Update	<ul style="list-style-type: none"> March total balance of all accounts was 61,068.20 Taxes are due in May, working with Tracy and our tax firm that we’ve hired again this year. 	<ul style="list-style-type: none"> No formal action required or taken 	Maria McGregor
APR Bootcamp/Scholarship Recipient Proposal	<ul style="list-style-type: none"> One application received. APR committee has recommended that we approve Jessica Ippolito for the APR scholarship. Lost SDSU as a venue for the May workshop. Two options – kill the workshop for this time around. Or we look for a June date. June 9 works best because I will probably have to teach this thing. YMCA is a potential venue. Katie joined call in time for this vote. 	<ul style="list-style-type: none"> Mike motioned Jenny seconded. Motion passes. 0 opposed. Jessica abstained. 	Mike Daily
Membership Report and Q1 New Members Happy Hour Recap	<ul style="list-style-type: none"> Maria – 15 signups, about 5 or 6 people showed up. 	<ul style="list-style-type: none"> No formal action required or taken. 	Maria McGregor
2019 ICON Sponsorship Partnership Proposal	<ul style="list-style-type: none"> Looking at trying to bring in additional sponsors from chapters in the region. Giving them an incentive to find sponsors for ICON from their area. May offer them a piece of the action. If they can recommend a sponsorship, then they get a share of our 20% that we would get as the host chapter. 	<ul style="list-style-type: none"> Melissa motioned Krystin seconded 0 opposed, 0 	Melissa Cameron



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	<ul style="list-style-type: none"> • Hoping to get someone from LA and the Inland Empire on the sponsorship committee to attract sponsors from those areas. • Motion – authorize ICON committee can determine and negotiate what sponsorship splits would be with other regional chapters, up to 50%. • Bill plans to represent the Chapter in Austin for the 2018 ICON. Will be manning a booth and doing a presentation. There is one more comp ticket for this ICON available for our chapter. There are 15 comp tickets given by national to the ICON committee and committee members for hosting ICON. • Jenny – Krystin is working on who will be at leadership rally. She’s thinking that would either be the president-elect or the treasurer. • Katie joined call in time for this vote. 	abstained	
April PD Event Recap	<ul style="list-style-type: none"> • 41 attendees. Morning versus lunch does seem to make a difference. Will consider doing more morning events. It seems to be more convenient for people. Matt had great insights and left time for questions. Venue is easy – A/V, food, setup is all handled. 	<ul style="list-style-type: none"> • No formal action required or taken 	Lauren Fimbres Wood
Western District Conference recap/Meeting Update	<ul style="list-style-type: none"> • Board members Mike Daily, Jenny Mehlow and Brianne Page attended • It was held at Coors Field in downtown Denver – a great venue. Hotel was The Maven, a new boutique hotel near Union Station • Mike taught and led an APR bootcamp the day before the conference that was well received. • Speaker highlights included Shonali Burke, President and CEO, Special PR – Harnessing people power to dismantle the digital divide; Elizabeth Edwards, Volume PR – Break through the noise: the new science of being heard; Peter Shankman, Shankminds: Breakthrough – The economy of the next 50 years will be run by customer service; Jamie Hampton, Mixte Communications (San Diego) – Diversity in the PR Workplace; Cary Pfeffer, Founder/Principal, ClearComm Consulting – When crisis hits the C-suite 	<ul style="list-style-type: none"> • No formal action required or taken 	Brianne Mundy Page
Student Scholarship Update	<ul style="list-style-type: none"> • Haven’t received any applications, but some are working on it. • It sounds like the letters of recommendation from professors is an arduous process 	<ul style="list-style-type: none"> • No formal action required or taken 	Melissa Cameron
Chapter Calendar	<ul style="list-style-type: none"> • April 26 – William Lopez, Alternative Strategies (New Pros) • May 17 – May Mixer • June TBD – Public Private Partnerships/CAPIO • July 20 – Sharp Healthcare Corporate Newsroom • August TBD – Social Media Workshop • August 23 – Quality Time with Quality Minds 	<ul style="list-style-type: none"> • No formal action required or taken 	



Agenda Item	Discussion	Action	Owner
Two-Minute Team Updates	<ul style="list-style-type: none">• Sponsorships - Krystin Williamson• Diversity – Mona Clifton• Communications & Marketing – Jessica Ippolito and Kelly Fausel• Masters Program – Melissa Cameron	<ul style="list-style-type: none">• No formal action required or taken	
New Business	<ul style="list-style-type: none">• New maternity leave support program. Identifying non-voting Board members to attend meetings and execute tasks to fill in while the Board members are absent. Katie and April will be on maternity leave for a few months.• May meeting will be a conference call.	<ul style="list-style-type: none">• No formal action required or taken	Jenny Corsey
Adjourn	<ul style="list-style-type: none">• Adjourned at 9:04 a.m.	<ul style="list-style-type: none">• No formal action required or taken	

**Activity Reports
March 2018**

President

Activities Accomplished

- Led board meeting, exec team meeting and developed agendas
- Attended March PD event, drafted and delivered talking points
- Met with PRSA CEO Joe Truncala to discuss 2019 ICON strategy
- Recruited volunteers and support for chapter
- Provided counsel and direction for board directors
- Managed bookkeeper and chapter administrator activities
- Led chapter 60th anniversary brainstorm and researched ideas
- Completed various board admin and support tasks
- Check-in call with Western District board president
- Determined Western District award nominee for San Diego
- Signed and delivered paperwork for new chapter bank account

Activities Planned

- Plan for mid-year board retreat
- Finalize new draft of board operations manual
- Work with directors on events and programs

President-elect/Sponsorship

Activities Accomplished

- Confirmed BusienssWire and Booze Allen Hamilton renewed sponsorship
- Attended board meeting
- Met with PRSA CEO re: 2019 ICON conference in San Diego

Activities Planned

- Sponsorship renewals with PR Photogroup, c3 Communications, Attention Getters and Cision
- Attend board meeting
- Attend April Lunch & Learn event on April 17

Past President / Masters Roundtable

No report submitted

Treasurer

Activities Accomplished

- Submitted ACH to nationa
- Created credit card request for Margarita
- Submitted to bank P&L February
- Completed Treasurer's report for February
- Completed Posted in MyCommunities PRSA website forum to see what best practices are for social media advertising
- Coordinated credit card paperwork
- Submitted new ACH forms to national with new account information
- Approved several expenditures for committees
- Secured volunteer for video production Jenny
- Sent January minutes with approval of PO box to bank account rep
- Western district on budget: \$100 added to sponsorship section we need to delete that
- Unaccounted for charges solved, researched and solved.

Activities Planned

- Held conference call with CPA firm, determined paperwork needed to complete taxes by May 15
- Compiled Treasurer's report for March Sent Dropbox files to CPA
- Approved expenses for committees Approved CC charge for committees

Secretary

Activities Accomplished

- Prepared for March meeting
- Took minutes at March meeting
- Finalized February 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 Member Social

Activities Planned

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

Accreditation

No report submitted

Bernays Awards

No report submitted

Community Relations & Advocacy

No report submitted

Marketing Communications

No report submitted

Digital Communications

Activities Accomplished

- Recapped February Meet the Media event for website blog post
- Promoted Lunch & Learn with Joe Truncale
- Glen Broom Scholarship and new member happy hour

Activities Planned

- Lunch & Learn with Matt Prince
- Lunch & Learn with William Lopez
- May Mixer, 2019
- Icon Volunteer sign-up promotion

Membership Director

No report submitted

Diversity Outreach

No report submitted

News Pros and Student Outreach

No report submitted

Professional Development

No report submitted

Western District

No report submitted

Ethics

No report submitted

Chapter Manager

No report submitted

(See next page for April financial report)



Public Relations Society of America
San Diego/Imperial Counties

**Board Meeting
04/19/18**

Treasurer's Report
Public Relations Society of America
San Diego and Imperial Counties Chapter

April 1-30 Unreconciled

April 30, 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	10,026.66	10,029.63	10,033.15	
CD (12-mth)	20,100.57	20,321.00	20,117.56	20,134.57	20,149.94	20,166.98	
Checking	31,016.88	35,000.00	26,553.91	26,703.50	30,888.63	31,744.33	
Total	61,137.19	65,383.00	56,754.72	56,864.73	61,068.20	61,944.46	

	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