

Call to Order: 8:01 a.m. Adjournment: 8:51 a.m.	Led By: Jenny Corsey Secretary: Brianne Mundy Page
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In Attendance (majority for a quorum=9) (14): Jenny Corsey; Melissa Cameron; Krystin Deuber, APR; Brianne Mundy Page; Maria McGregor; Jenny Mehlow; Katie Nieri; April Green; Krystin Williamson; Kelly Fausel; Mona Clifton; Jessica Ippolito; Hope Reilly; Margarita Santos; Mike Daily, APR

Absent (2): Lauren Fimbres Wood; Sarah Lemons

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; 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"> Meeting called to order at 8:01 a.m. 	<ul style="list-style-type: none"> No formal action taken or required 	Jenny Corsey
Approval of April meeting minutes	<ul style="list-style-type: none"> No discussion Mike Daily not yet present for this vote 	<ul style="list-style-type: none"> Brianne Mundy Page motioned Katie Nieri seconded Motion Passed 0 Opposed, 0 abstained 	Brianne Mundy Page
Financial Update	<ul style="list-style-type: none"> \$61,944.46 was April total checking and CDs balance Emailed budget update for April <ul style="list-style-type: none"> We are a bit behind in achieving our income goals for attendance. This is partly due to several events not taking place yet (Diversity, Roundtables, Holiday Breakfast). Professional Development is at 40% of goal for the year and Student Outreach/New Pros is at 6% of goal for the year for expected income for attendance. Good job PD, but let's keep thinking about how we can increase those numbers. For New Pros, please think about the numbers and how you plan to increase income through 	<ul style="list-style-type: none"> No formal action required or taken 	Maria McGregor



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	<p>the next 6 months. Is it increasing your ticket prices by \$5? Is it increasing non-member or late ticket prices more significantly?</p> <ul style="list-style-type: none"> Professional Development has spent \$4,619.85 out of its \$5,000 budget for catering for the year. Katie – we'll take a look at where the discrepancy is. Some of the venue fees may be reflected in catering. April – New Pros event for the year is trying to pepper in some socials. Beginning in June we have a zoo event. We have high hopes for attendance and revenue for that. In addition, hoping to have a social in July, then an agency tour in September. Just got two new events co-chairs who joined about a month or so ago. 		
Summer Mixer Update	<ul style="list-style-type: none"> Tonight at Wonderland Ocean Pub in Ocean Beach, 5-7 p.m. 25 registered. 	<ul style="list-style-type: none"> No formal action required or taken 	Katie Nieri
PD Team Update	<ul style="list-style-type: none"> Next event in June with CAPIO in Carlsbad – Rapid Response Communication Planning to do one-on-one outreach to members in North County. Keep an eye out for a member outreach email. The July event at Sharp – finalizing details to post on Eventbrite. Looking at half-day workshop either at SDSU or PLNU in August, 14th, 15th, or 16th, for social media. Three guest speakers confirmed. Hoping to begin promotion in next week or two. Melissa – would like to incorporate a Masters Event. Looking at an ethics event in September. 	<ul style="list-style-type: none"> No formal action required or taken 	Katie Nieri
Bernays Awards Update	<ul style="list-style-type: none"> Just got first proof for the call for entries. Approved look and feel of the event. The colors are yellow and brown to match the Helvetica Bar. Student call for entries is out. Need more volunteers. All that have expressed interest have quit. 	<ul style="list-style-type: none"> No formal action required or taken 	Hope Reilly
Sponsorships Update	<ul style="list-style-type: none"> Everything is up to date. All sponsors from last year have renewed, except for Cision. Awaiting feedback from a new person. Next renewal will be in August. Our two trade sponsors, PR Photo Group (will be at event tonight), and Attention Getters is on board for this year. Please let me know if you have any needs for poster signage for events so we can do introductions. 	<ul style="list-style-type: none"> No formal action required or taken 	Krystin Williamson
APR Boot Camp Update	<ul style="list-style-type: none"> Have a few people who've expressed interest Jenny to help Mike get the Eventbrite registration up Since we're using a different venue, still working logistics, including food Maximum capacity is 16 for that room Panel presentations, not sure if we're having one June 2 or not. May not 	<ul style="list-style-type: none"> No formal action required or taken 	Mike Daily, APR

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Q2 New Members Happy Hour	<p>have anyone ready.</p> <ul style="list-style-type: none"> • Craig Balben has resigned from the Board. • Next New Members event is July 10 at Corner Bakery in Mission Valley, it's a breakfast. • 215 active chapter members; 265 national members in chapter area 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Corsey
2019 ICON	<ul style="list-style-type: none"> • If anyone has contacts with key industries and companies in SD that we could reach out to for sponsorships that would help. • Our first meeting with the volunteers is June 1 at 1 p.m. We'll be talking about theme, committee roles, and our role as a chapter in planning the event. • One of the larger items we're going to have is to put together a video for ICON in Austin, and staffing a booth there. If you're attending or know anyone who is, please let us know. • Jenny – we may also want to see if any PRSSA students will be at their conference, maybe some of them could help staff our booth. • Melissa – for 2019, PRSSA's International Conference may be happening in Fullerton. Doesn't sound like SDSU's chapter is sending anyone to Austin. We may know more in the fall. 	<ul style="list-style-type: none"> • No formal action required or taken 	Melissa Cameron
Student Scholarship / SDSU Senior Gala Update	<ul style="list-style-type: none"> • We did not have anyone apply for our scholarship again. So, I've spoken to PRSSA and talked about some options. I recommend for this year that we keep it open and we don't ask people to submit until the beginning of September. JMS and PRSSA will help promote. • The two issues that have been brought up is that there isn't enough time to get professor letters, and it's not enough money to make it worth the trouble to apply. • My recommendation is to have a conversation for next year on what we do moving forward. • Jenny – one option may be just to fund more student travel for their conference with that money. • Melissa – that is probably Bey Ling's preference. • Jenny – we attended the Senior Gala on Saturday (April, Jessica, Melissa and Jenny) 	<ul style="list-style-type: none"> • No formal action required or taken 	Melissa Cameron
Mid-Year Board Retreat / New Board Member Search	<ul style="list-style-type: none"> • July 27 at Junior League Offices, 12-5 • I sent out a template for everyone to use for your updates for the first half of the year. Please submit by July 13. • We'll have a mini diapers and wipes baby shower for new and expecting mothers. Please bring something to contribute. • Currently looking for Board replacement for Craig. I've reached out to 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Corsey



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	<p>someone who applied for the Board last fall, she declined due to time restrictions. We've put out a call for new Board members and we're checking with those who've expressed interest in the past. Let us know if you know anyone who may be interested.</p>		
Chapter Calendar	<ul style="list-style-type: none"> • May 17 – May Mixer • June 2 – APR Panel Presentations • June 9 – APR Boot Camp – Mission Valley YMCA • June 14 – Rapid Response Communication in Carlsbad – Partner, CAPIO • July 10 – New Member Breakfast, 8-9 a.m. at Corner Bakery in Mission Valley • July 20 – Sharp Healthcare Corporate Newsroom • July 27 – Mid-year Board Retreat, 12-5, Junior League Offices • August TBD – Social Media Workshop • August 23 – Quality Time with PR Minds 	<ul style="list-style-type: none"> • No formal action required or taken 	
Two-Minute Team Updates	<ul style="list-style-type: none"> • Diversity – Mona Clifton <ul style="list-style-type: none"> ○ Lauren connected me with Anthony King from UCSD, Division of Arts and Humanities, and works in gender equality issues. He is interested in partnering with us on an event with Marketing Council at UCSD and Social Media Council made up of teams across San Diego. Talking about doing a best practices event in diversity. They'd like to do this event in September – will work with PD team to see if that works for us. Does anyone have any ideas for speakers or presenters? ○ Brianne will connect Mona with Jamie Hampton, Mixte Communications, who presented on Diversity at Western District • Quality Time – Jenny Mehlow <ul style="list-style-type: none"> ○ Will be at corporate offices at YMCA. Now we need some nonprofits, then we'll start recruiting for the professionals. • Communications & Marketing – Jessica Ippolito & Kelly Fausel <ul style="list-style-type: none"> ○ Thanks to everyone for sending us content to promote your events. ○ Jessica is working on blog topics and schedule. ○ Melissa – I can ask Masters if they're interested in doing a blog. • Masters Program – Melissa Cameron <ul style="list-style-type: none"> ○ Looking at the August social media event and fall events. ○ They don't necessarily want to attend our regular events, but 	<ul style="list-style-type: none"> • No formal action required or taken 	



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	<p>they are interested in sending their staff to things.</p> <ul style="list-style-type: none"> ○ Jenny – I wonder if they'd respond to one, very high level exclusive Masters event every year. Melissa – the timing would be crucial. Summer would likely not be ideal as they take extended vacations in the Summer. Maybe Fall would be best if we can coordinate and schedule early. I'm looking at maybe doing something with them in the Fall this year, that's just with them. 		
Adjourn	<ul style="list-style-type: none"> • Adjourned at 8:51 a.m. 	<ul style="list-style-type: none"> • No formal action required or taken 	

**Activity Reports
April 2018**

President

Activities Accomplished

- xx

Activities Planned

- xx

President-elect/Sponsorship

No report submitted

Past President / Masters Roundtable

No report submitted

Treasurer

No report submitted

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

No report submitted

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 May financial report)



Public Relations Society of America
San Diego/Imperial Counties

Board Meeting
05/17/18

Treasurer's Report
Public Relations Society of America
San Diego and Imperial Counties Chapter
May 1-31 Unreconciled
May 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	10,026.66	10,029.63	10,033.15	10,036.45
CD (12-mth)	20,100.57	20,321.00	20,117.56	20,134.57	20,149.94	20,166.98	20,183.48
Checking	31,016.88	35,000.00	26,553.91	26,703.50	30,888.63	31,744.33	31,900.06
Total	61,137.19	65,383.00	56,754.72	56,864.73	61,068.20	61,944.46	62,119.99

	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