



<b>Call to Order: 8:01 a.m.</b> <b>Adjournment: 8:47 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) (10):** Jenny Corsey APR; Krystin Williamson; Brianne Mundy Page; Sarah Lemons; Lauren Fimbres Wood; Melissa Cameron; Kelly Fausel; Maria McGregor; Hope Reilly; Jenny Mehlow;

**Absent (x):** Katie Nieri; Kristin Deuber, APR; Michael Daily, APR; April Green; Mona Clifton; Jessica Ippolito;

**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"> <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
Reminders	<ul style="list-style-type: none"> <li>For mid-year retreat, get retreat slides in by July 13</li> <li>Mid-year retreat is also a mini baby shower for our new moms</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Jenny Corsey
Approval of May meeting minutes	<ul style="list-style-type: none"> <li>Brianne motions, Krystin seconds, motion passes</li> </ul>	<ul style="list-style-type: none"> <li>Brianne Mundy Page motioned</li> <li>Krystin seconded</li> <li>Motion Passed</li> <li>0 Opposed, 0 abstained</li> </ul>	Brianne Mundy Page
Financial Update	<ul style="list-style-type: none"> <li>Account balance - \$62,119.19 total</li> </ul>	<ul style="list-style-type: none"> <li>No formal action required or taken</li> </ul>	Maria McGregor
New Board Member Nominee	<ul style="list-style-type: none"> <li>Jenny Robinson works for the UPS Store in their PR department.</li> <li>Exec team</li> <li>Jenny motions to extend offer to Board service, fulfilling the rest of Craig Balben's term as membership director.</li> <li>Maria McGregor seconds</li> </ul>	<ul style="list-style-type: none"> <li>Jenny Corsey motioned</li> <li>Maria McGregor seconded</li> <li>Motion Passed</li> <li>0 Opposed, 0</li> </ul>	Jenny Corsey



Agenda Item	Discussion	Action	Owner
		abstained	
Bernays Awards Update	<ul style="list-style-type: none"> <li>• Call for entries is out. First deadline is July 27. Late deadline is Friday, Aug. 3, late, late deadline is Friday, Aug. 10 – \$90 late fee.</li> <li>• Working with volunteer to get eblast and social media content</li> <li>• Still looking for volunteer for silent auction</li> <li>• Keep an eye out for donation request letter</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Sarah Lemons
CAPIO Event Recap	<ul style="list-style-type: none"> <li>• 30 attendees, \$684.12 profit</li> <li>• Good venue, great topics, great overall</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Lauren Fimbres Wood
August 17 Social Media Workshop	<ul style="list-style-type: none"> <li>• Three speakers lined up, including someone from Apple, SD Tourism Authority, and a social media consultant on how to hack the algorithm and standing out when there are algorithm challenges</li> <li>• Still trying to get someone from GoPro</li> <li>• Trying to get save-the-date and event up by next week</li> <li>• Liberty Station Conference Center is the venue</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Lauren Fimbres Wood
Quality Time with PR Minds	<ul style="list-style-type: none"> <li>• Will be able to start promoting</li> <li>• Reaching out to nonprofits, still doing \$50 deposit</li> <li>• Working with Parker Pike</li> <li>• Will need some volunteers</li> <li>• Thursday, Aug. 23 - Save the date for the Board – hoping for 100% participation</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Jenny Mehlow
2019 ICON Update	<ul style="list-style-type: none"> <li>• Had first meeting with volunteers</li> <li>• Working on a theme: Current ideas are:               <ul style="list-style-type: none"> <li>○ No Borders</li> <li>○ Fuel for Change</li> <li>○ Disrupting the Norm</li> <li>○ Soaring to New Heights</li> <li>○ Investing in Future Generations</li> <li>○ Unity and Diversity</li> <li>○ Accelerating Change</li> <li>○ The Catalyst for Change</li> <li>○ Uniting Through Authenticity</li> <li>○ Diversity and Inclusion</li> </ul> </li> <li>• If you have ideas, feel free to send them along. There is an ICON folder on the Google Drive that has all the past themes</li> <li>• Working with Blake Nelson on sponsorship, working with getting someone for OC or LA to be co-chair with her</li> <li>• Please think about companies we might want to reach out to for sponsorship, send those ideas along to Blake</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Melissa Cameron



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> <li>• Will be putting together sponsorship packet later this summer</li> <li>• Still working with National on our sponsorship cut</li> </ul>		
60 <sup>th</sup> Anniversary Celebration	<ul style="list-style-type: none"> <li>• Idea – create a SD/IC Hall of Fame. The DC chapter did it for their 50<sup>th</sup>. They inducted 50 leaders. I’m going to ask more about how they did it. Minimal effort on our part – section on our website with headshots and bios. Everyone will want their bosses/clients in it. Every year you add inductees that qualify. Correspond that with Bernays every year after that – as a celebration, recognize the new inductees at the ceremony. Look at past presidents, people who’ve done a lot for the chapter.</li> <li>• We haven’t put anything out in the newsletter yet, but will make this a 4<sup>th</sup> quarter priority</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Jenny Corsey
New Member Breakfast	<ul style="list-style-type: none"> <li>• Next New Members event is July 10 at Corner Bakery in Mission Valley, it’s a breakfast.</li> <li>• Please plan to come – would love to have some Board members. It’s a good place to find volunteers, so if you need volunteers, please come.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Jenny Corsey
Chapter Calendar	<ul style="list-style-type: none"> <li>• July 10 – New Member Breakfast, 8-9 a.m. at Corner Bakery in Mission Valley</li> <li>• July 20 – Sharp Healthcare Corporate Newsroom</li> <li>• July 27 – Mid-year Board Retreat, 12-5, Junior League Offices</li> <li>• August 17 – Social Media Workshop, half day</li> <li>• August 23 – Quality Time with PR Minds</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	Jenny Corsey
Two-Minute Team Updates	<ul style="list-style-type: none"> <li>• Membership – Brianne: 216 active chapter members; 264 national members in chapter area</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	
New Business	<ul style="list-style-type: none"> <li>• Jenny M.: Any movement in moving from Google Docs to something else?</li> <li>• Jenny C – I spoke to Box and we don’t qualify for a nonprofit rate.</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 8:47 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action required or taken</li> </ul>	

**Activity Reports  
May 2018**

**President**

*No report submitted*

**President-elect/Sponsorship**

*Activities Accomplished*

- Confirmed Attention Getters sponsorship
- Finalized PR Photogroup sponsorship
- Attended Summer Mixer
- Coordinated calls with current board members to begin discussion around roles for 2019
- Attended board meeting
- Held weekly ICON planning calls

*Activities Planned*

- Coordinate two new signs for chapter with Attention Getters
- Attend board meeting
- Hold first ICON in-person meeting
- Attend weekly ICON planning calls

**Past President / Masters Roundtable**

*No report submitted*

**Treasurer**

*Activities Accomplished*

- Examined budget and made recommendations for committees to make improvements to meet bottom line targets
- Prepared Treasurer's reports
- Worked with Traci to ensure line items are categorized in Quick Books
- Corrected some line items previously categorized incorrectly

*Activities Planned*

- Held conference call with ProDev and Diversity to ensure we are on track for a balanced budget by the end of the year.
- Organized documents and budget

- Prepared spreadsheet for event budgeting Paid Margarita for January through May
- Sent reimbursement checks Prepare Treasurer's reports

## **Secretary**

### *Activities Accomplished*

- Prepared for May meeting
- Attended and took minutes at May meeting
- Finalized April meeting minutes & uploaded to website and Google Drive
- Created and sent out May activity report survey
- Collected and compiled April & May activity reports
- Updated 2018 board roster
- Updated 2018 board calendar
- Executive Committee counsel
- Attended Summer Mixer

### *Activities Planned*

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

## **Accreditation**

### *Activities Accomplished*

- Initiate Chapter APR Prep Boot Camp Marketing for 9 June Training-9 May
- Mentoring for one exam taker-Jessica Ippolito (7 May)
- Sent APR Boot Camp reminder email to PRSA Chapter Membership
- Conducted APR Boot Camp planning and preparations

### *Activities Planned*

- Sent Boot Camp remind email to PRSA Chapter Membership
- Conducted Chapter APR Prep Boot Camp-9 June
- APR Recruiting Opportunity-Crises Response Luncheon-14 June

**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*



Public Relations Society of America  
San Diego/Imperial Counties

**Board Meeting**  
**06/21/18**

**Chapter Manager**

*No report submitted*

*(See next page for June financial report)*



Public Relations Society of America  
San Diego/Imperial Counties

**Board Meeting**  
**06/21/18**