

Call to Order: 8:01 a.m.
Adjournment: 9:10 a.m.

Led By: Jenny Corsey
Secretary: Brianne Mundy Page

In Attendance (majority for a quorum=9) (14): Jenny Corsey; Melissa Cameron; Kristin Deuber, APR; Brianne Mundy Page; Maria McGregor; Jenny Mehlow; Krystin Williamson; Jessica Ippolito, APR; Mike Daily, APR; Lauren Fimbres Wood; Sarah Lemons; Jeanna Vazquez (not a voting member); Hope Reilly; Kelly Fausel

Absent (2): April Green; Katie Nieri;

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; Jenny Robinson, Jessica Ippolito, APR; April Green; 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 July meeting minutes	<ul style="list-style-type: none"> Brianne forgot to send meeting minutes, will vote on July minutes at September meeting. 	<ul style="list-style-type: none"> No formal action taken or required 	Brianne Mundy Page
Financial Update	<ul style="list-style-type: none"> In the black at \$2,497 – projected \$7,000 for end of year \$31,397.86 in checking, \$20,217 in 12-month CD, \$10,042.94 in 3-month CD Emailed report to everyone, please take a look at your sections 	<ul style="list-style-type: none"> No formal action required or taken 	Maria McGregor
Monthly Membership Report	<ul style="list-style-type: none"> 217 active members, increase of three from month before 	<ul style="list-style-type: none"> No formal action required or taken 	Jenny Robinson
VOTE: 2019 Board nominating committee	<ul style="list-style-type: none"> Call for 2019 Board members went out last week; will be in every eblast going forward until the 9/14 deadline. Info is on the website. Will start dedicated and tailored outreach to some folks who have showed interest in the past. Next step is for us to vote on nominating committee: Krystin Williamson, Jenny Corsey, Melissa Cameron, Amber Albrecht, Steven Johnson, Joyce Truban Curry Krystin motions, Mike seconds 	<ul style="list-style-type: none"> Krystin Williamson motioned Mike Daily seconded 0 abstained, 0 opposed Motion passed 	Krystin Williamson



Agenda Item	Discussion	Action	Owner
National Rally/Assembly Update	<ul style="list-style-type: none"> • October 6 in Austin • Maria will be participating and voting on behalf of our chapter • There are nominees for the 2019 PRSA national officer positions • Maria will send link to bios and photos to the Board for review 	<ul style="list-style-type: none"> • No formal action required or taken 	Maria McGregor
Social Media Workshop	<ul style="list-style-type: none"> • 43 registrants, a little lower than we wanted, but still a good amount 	<ul style="list-style-type: none"> • No formal action required or taken 	Lauren Fimbres Wood
Bernays Update	<ul style="list-style-type: none"> • Around 100 entries in the system right now- added \$25 fee for late, late, late deadline, which is 5 p.m. tomorrow • \$11,230 from entries so far, should exceed \$12,000 when the rest of the entries in the system are complete. Is better than last year and close to our goal for the year. • 16 judges from South Carolina chapter are ready to judge • For our committee that will judge Ohio in October, we have 10 volunteers, will need some more volunteers • This Friday is also the deadline for special award nominations, haven't received any so far. If we don't get any, we may need to extend that deadline by a week or so. Jenny – yes, please extend special awards deadline as long as you can get the awards made in time. • Working on ticket promotion ready, targeting the day after Labor Day 	<ul style="list-style-type: none"> • No formal action required or taken 	Hope Reilly and Sarah Lemons
Silent Auction	<ul style="list-style-type: none"> • Board members are asked to have at least one item for the silent auction, two, if possible • Don't be afraid to be creative – surf lessons, lunch with the Mayor. Think about who you know. • We've gotten a few things in – tickets for The Nat, kids' b-day party at the Humane Society, something from the Padres • As you get items, just email me with the info and Margarita will store at her office • Goal is to raise at least \$1,500. 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Corsey
Quality Time with PR Minds	<ul style="list-style-type: none"> • We are one week away, we have 17 PRSA members to volunteer and we have four nonprofits, with another hanging out there. • May look at doing this at a different time next year as there are several other PRSA events in August and push for Bernays, it may be getting lost in the shuffle. • Reminder – is at the YMCA this year, with free parking • Speaker is from the Balboa Park Conservancy in charge of park-wide communications 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Mehlow
Chapter Calendar	<ul style="list-style-type: none"> • Fall Membership Happy Hour or Breakfast – TBD – Jenny Robinson will pick a date, avoiding the 26th and 20th 	<ul style="list-style-type: none"> • No formal action required or taken 	Jenny Corsey



Agenda Item	Discussion	Action	Owner
	<ul style="list-style-type: none"> September 26 – Meet and Greet with PRSA National Chair Tony D'Angelo October 25 – Bernays November – Qualcomm (PD event), Winter Board Retreat December 3 – Holiday Volunteer Recognition Breakfast, need ideas for member gifts, send them to Jeanna who's helping April with that 		
2019 ICON Update	<ul style="list-style-type: none"> Moving forward with the theme and putting together the story board for the video to be shown in Austin to match "Waves of Communication" Have a call and volunteer meeting next week Working on agreed sponsorship levels to have them next month – working with National Mike – would be good to send the video to District chairs so they can show them at their District conferences Will put an announcement in the eblast for those attending Austin to be a part of the video and trying to put together an event in Austin for our Chapter members and other California chapters to build excitement for next year. 	<ul style="list-style-type: none"> No formal action required or taken 	Melissa Cameron
Two-Minute Team Updates	<ul style="list-style-type: none"> Communications – Jessica and Kelly Looking at ways to recognize new members and members who've reached milestones in the newsletter. Will be reaching out to Jenny R to see the best way to get quarterly reports or something. Some of those members could be great for a revamped Member Spotlight to help promote membership. Also looking to highlight event speakers as a way to promote events and boost attendance. Krystin – also developed questions for sponsors for potential blog posts. Social - Kelly APR – Mike Boot camp for the fall. We're still debating whether to do a Bey Ling one. Full training schedule kicks off in September. We'll be sending out a note reminding people the availability of the APR scholarship. Also next month for Board members, National is releasing an APR marketing toolkit. After discussion, makes sense to try to engage Bey Ling to do the fall boot camp considering the APR+M factor. If we could hold the event outside of SDSU, might be helpful for Bey Ling so she doesn't have to coordinate logistics. Mike – we typically also give her \$150. New Pros – Jeanna Had our social in July on the 30th, 9 registrants, received \$102 in sales 	<ul style="list-style-type: none"> No formal action required or taken 	



Agenda Item	Discussion	Action	Owner
	<p>Today we have our August educational event – heavy promotional push, 7 registrations Thinking about doing a studio tour at Fox 5 in September Initiated our Fall mentorship program, web copy is up, promoting on social next week and in our newsletter. We have mentees signed up, but no mentors. We'll be working with Jessica to recruit mentors. Mike – send me an email, I can reach out to our APRs for maintenance points. For Bernays, too. April with owners of Great Maple for Holiday Breakfast Reached out to new PRSSA president to loop her in on opportunities for members Met Dr. Hongmei Shen – PRSSA's faculty lead</p>		
Adjourn	<ul style="list-style-type: none"> Adjourned at 9:10 a.m. 	<ul style="list-style-type: none"> No formal action required or taken 	

**Activity Reports
July 2018**

President

Activities Accomplished

- Led board meeting, exec team meeting and developed agendas
- Led mid-year board retreat, developed brainstorm topics, reviewed committee updates, built presentation deck, managed logistics
- Reviewed mid-year budget report and discussed necessary adjustments with treasurer
- Attended July luncheon and delivered chapter/sponsor talking points
- Provided counsel and direction for board directors
- Managed delegate process for upcoming national assembly
- Managed chapter administrator activities and solicited feedback for her six-month review
- Assisted president-elect with 2019 board planning, updated nomination materials and timeline
- Onboarding for new membership director Jenny Robinson
- Held call with national reps Scott Thornburg and Michelle Olsen to learn updates
- Actively recruited non-profit participants and professional volunteers for Quality Time event
- Worked to secure volunteer support for board directors approaching maternity leave
- Accepted resignation of board director Mona Clifton and managed transition
- Sent individual outreach emails to all members about upcoming chapter events
- Coordinated upcoming visit from PRSA National Chair Tony D'Angelo for September reception

Activities Planned

- Begin outreach for silent auction items
- Assist president-elect with board nomination process
- Attend social media workshop and Quality Time event
- Conduct six-month review for chapter administrator

President-elect/Sponsorship

Activities Accomplished

- Participated in 2019 ICON planning meetings
- Researched contacts for PR Newswire/Cision sponsorship
- Continued sign coordination with Attention Getters
- Worked with 2018 board of directors to confirm interest in 2019 board roles
- Began development of 2019 board of directors external nomination process

- Attended 2018 board of directors retreat

Activities Planned

- Continue solicitation of PR Newswire/Cision sponsorship
- Start Southwest Strategies sponsorship renewal
- Continued sign coordination with Attention Getters
- Continue development of 2019 board of directors external nomination process

Past President / Masters Roundtable

No report submitted

Treasurer

No report submitted

Secretary

Activities Accomplished

- Prepared for July retreat – compiled KPIs
- Attended 2018 board of directors retreat
- Took minutes and notes at July retreat
- Finalized June meeting minutes & uploaded to website and Google Drive
- Created and sent out June activity report survey
- Collected and compiled June activity reports
- Updated 2018 board roster
- Updated 2018 board calendar
- Executive Committee counsel

Activities Planned

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

Accreditation

Activities Accomplished

- Participated in Chapter Leadership mid-year offsite
- Conducted preliminary discussions with perspective CY 2019-2021 APR Chair
- Discussed follow-on APR support opportunities with National Office, upon conclusion of my chapter duties.

Activities Planned

- APR Scholarship reminder email
- Possible support of PR Minds event

Bernays Awards

No report submitted

Community Relations & Advocacy

No report submitted

Marketing Communications

No report submitted

Digital Communications

Activities Accomplished

- Retreat
- Bernays award nominations
- alehouse mixer

Activities Planned

- Meeting with prospective volunteer
- quality time
- command this social media workshop
- Bernays awards promotion

Membership Director

No report submitted

Diversity Outreach

No report submitted

News Pros and Student Outreach

Activities Accomplished

- Hosted social event at PB Alehouse on Monday, July 30, 4-6 PM. We had 9 people register earning the chapter and our committee \$102 in net sales.
- Finalized details on August educational event at NST Public Relations. The event is set for August 16, noon-1 PM. So far, we have 7 people signed up. Heavy promotional push taking place this week leading up to event (both chapter and New Pros channels and e-news).
- Published fresh web copy for Fall Mentorship Program, began promotion and outreach.
- Working with FOX 5 on setting up a studio tour in September. More details to follow.
- Met with owner of Great Maple to discuss Holiday Breakfast event.
- Selected venue and are awaiting menu and contract/terms. Drafted action items for Jeanna while I'm out--she and Maria will be taking lead on event coordination.
- Email correspondence between PRSA SDIC New Pros and SDSU PRSSA re: Associate membership level Fall Mentorship Program promotion.
- Email introduction to Dr. Shen, new SDSU PRSSA faculty advisor.

Activities Planned

- Transfer of duties to Jeanna Vazquez effective August 15.
- Tie up any loose ends before I go on leave.

Professional Development

No report submitted

Western District

No report submitted

Ethics

No report submitted

Chapter Manager

No report submitted



(See next page for August financial report)

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

August 1-31 Unreconciled

August 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		3,482.98	0.00 (transferred to Checking Aug. 21)				
CD (3-mth)	10,039.53	10,042.94	10,046.35				
CD (12-mth)	20,199.99	20,217.07	20,234.16				
Checking	28,689.47	31,397.86	49,456.11				
Total	58,928.99	65,140.85	79,736.62				

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