



February 2008 Board Meeting Minutes

Present: April Bolduc; Rene Carmichael; Derek Danziger, APR; LeAnn Gentry; Erin Gillooly; Greg Kershaw (guest); Laura Margoni; Jessica Padilla Bowen; Erika Rooks Wilgenburg, APR; Denise Scatena; Mary Schmidt-Krebs, APR; Bey-Ling Sha, APR; Sara Wacker, APR; Chris Wahl; Tricia Whittemore

Absent: Audrey Benedetto; Greg Block; Gayle Lynn Falkenthal, APR; Reema Makani; Don Stanziano, APR; Anne Stephany

2/14/08 at 7:40am

Approval of Minutes

Erika Rooks Wilgenburg requested the approval of January 2008 board minutes. Motion made to approve. Motion passed.

Treasurer's Report

Jessica Padilla Bowen announced that American Express is now available as a method of payment for the chapter. She also met with the accountants to discuss finances for 2008. Padilla asked for input on budgeting for delegates and having board members at the 2008 International Conference. There was discussion about travel expenses for this year vs. 2009 as San Diego will host the conference next year and should make money on the event. The decision was made to leave the budget at its current rate of \$700/person for two delegates to attend the International Conference and to revisit this number each year.

The topic of the Western District Conference budget was brought up and there was discussion about what to pay for delegates to attend. A motion was made to pay for two delegates at \$450 per delegate. Motion passed.

Erika Rooks Wilgenburg mentioned the possibility of helping with the cost for board members to attend the 2008 International Conference in Detroit. Discussion ensued about whether it was the board's responsibility to pay and who would be attending as well as the possibility of sponsorship money coming in for the 2009 conference to offset costs for covering board members in 2008. Additional research is being undertaken to determine how this will be handled by the Detroit chapter, but for the time being a motion was made to earmark \$1,000 in the budget in order to help underwrite some of the cost for board members to attend. Motion passed.

Padilla requested final approval for 2008 budget. Motion was made to approve the budget. Motion passed.

Secretary's/Chapter Manager Report

Laura Margoni reported that updates were being made to the Policies & Procedures manual and that these updates would be posted by early March pending receipt of new information.

Rene Carmichael passed out PRSA pins and reported that letterhead template had been emailed out to board.

President's Report/Immediate Past President's Report

Erika Rooks Wilgenburg mentioned that the PRSSA Conference was in town in March and she had emailed information about participating in the networking reception which will be at Paradise Point Resort.

President-Elect's Report

Chris Wahl passed out draft of letter to potential sponsors for monthly events and stated that goal was for letter to go out next week if possible. Discussion ensued about how to approach sponsorship for luncheons as opposed to big events such as Bernays awards and Del MarTini. It was decided that a separate attempt would be made for the big marquee events. The suggestion was made to add in information about PRSA and the PRSA website into the luncheon sponsorship letter. There was discussion about sponsor recognition on site and possibility of future web banners. The question was also raised about whether the sponsorships would be cash only and the recommendation was that it would be best to make sponsorships all cash.

Membership Report

Denise Scatena discussed the website status. She mentioned that she, along with members of the executive committee, had met with website vendor Elevator Marketing Store. The decision was made that the chapter would manage the membership directory and that this would not be added into the new website. Scatena said she would contact references for vendor. The estimated budget is \$11,000 but \$18,000 has been earmarked in the budget, which also includes money for Red Door's final months of service. The website agreement will be cash only not trade. There was discussion about the process for the new website.

Carmichael spoke on the newsletter template and what worked best—Blue Hornet vs. I-Builder. Scatena said that the process of website management was still being worked out. Rooks Wilgenburg mentioned that some of this may fall under a new contract with Carmichael. Deadlines will still be in effect in order to maintain efficiency.

There was discussion about the fee structure for the website project with a recommendation made to create website completion benchmarks in conjunction with payment and making sure the references check out. Motion was made to let the website ad hoc committee proceed with these provisions. Motion passed.

Professional Development Report

April Bolduc mentioned that the proposed luncheon topics were contained in Chris Wahl's draft luncheon sponsorship letter. Mary Schmidt-Krebs passed around her research on event pricing for other groups in San Diego County. Discussion ensued about the cost of our events vs. other events, cost of venues. The February luncheon was brought up and promotion for the event was discussed as numbers are low. Recommendation was made to extend the early bird pricing until Tuesday, Feb. 19 as well as send out another email reminder. The timing of luncheon announcements was also discussed and Denise Scatena made the request to get the topics posted to the website 6-8 weeks in advance. Discussion ensued over topics and possibility of a political-oriented luncheon that could be a joint venture with the San Diego Press Club.

Erika Rooks Wilgenburg suggested that she and Chris Wahl attend the next Professional Development cluster meeting.

Reputation Management Report

Erin Gillooly mentioned that PRSSA had \$1000 budgeted for a speaker for their conference and asked that suggestions be emailed to her. Sept. 18 was mentioned as the target date for the Bernays. Discussion ensued about whether this was too close to the Summer Social and whether the Summer Social date could be moved. Determined that it could not be moved for 2008 but the date for the 2009 Summer Social event could be moved, which would be better for the International Conference since it will be here in San Diego. Erika Rooks Wilgenburg said she would discuss with Reema Makani.

Tricia Whittemore reported that the Houston Chapter was out for exchanging awards for judging. Other options are Portland, Hawaii. There was discussion about getting into a rotation with other similar-sized chapters.

Greg Kershaw is the liaison from the New Pros Committee. He reported that their January event at Anthology did very well with 45 people in attendance. Next event is an educational event entitled "Mastering the Benefits of a Higher Degree." They are also updating their My Space page. Kershaw also reported that mentors are still needed for the mentor/mentee program.

LeAnn Gentry reported that she is reaching out to PRSSA affiliate programs at other schools.

APR Report/Assembly Delegate Report

Sara Wacker reported that the jumpstart class is set for Mar. 1, 8 and 15 at Scripps. First Saturday in June will be the Readiness Review Panel at Scripps.

Wacker also reported that there is a \$200 stipend for a Professional Development event, but it just has to tie into the Western District Conference somehow.

There was mention about "Affinity Groups." The Western District is getting all treasurers together to share info, experiences, etc. This can happen for other board positions, too, and a lot of info can be shared this way.

Meeting adjourned at 9:07 a.m.

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Chapter Manager's Report

2/14/2008

Major January-February Activities/Projects:

- Received reprint of PRSA stationary for distribution.
- Completed letterhead template for online use.
- Support of the January luncheon: event registration, registration set-up and check-in at the event and post-event report distribution.
- Major update of prospect database and sending emails with info about chapter membership.
- Archived past files and emails.
- Volunteer certificates for APR members re-written and mailed.
- Participated in Web site vendor discussions/meeting.

Activities/Projects in Progress:

- Mailing of Chapter pins (to post office on 2/13, board members distributed 2/14).
- Registration and email communications for February meeting.

Anticipated Activities/Projects for February:

- Complete supply reorders (welcome sign).
- Work on plan for Chapter Manager support of new Web site.
- February meeting – registration coordination and event support.
- Update chapter membership database, online membership directory and email distribution list.
- Membership correspondence including Welcome letters and membership expiration follow-up.

Treasurer Report

February 14, 2008

Financial Update:

- Bank ending balance as of 1/31/08 – **\$46,084.33**
- Bank ending balance as of 12/31/07 – **\$46,725.06**
- Summary of recent checking financial activity:
 - Deposits – \$5,663.17
 - Checks & withdrawals – \$6,283.90
 - Major expenses – Student scholarship; Web site maintenance; chapter administration; and January luncheon catering.
 - Major deposit activity – January luncheon attendance; dues; Bernays sponsorship and job listings.

Recent Completed Action Items:

- Met with Sonnenberg & Co. CPAs about chapter finances for 2008 and created plan to clarify credit card debits and credits.
- Submitted Chapter paperwork for taxes to Sonnenberg & Co. CPAs. Mailed completed 1096 for Chapter employee.
- Set date with David Daubenspeck of North Island Credit Union (NICU) to open Money Market account for the Chapter (2/15/08).
- Submitted Chapter credit card application to NICU.
- Opened American Express account for chapter and ran tests to confirm it's up and running. Requested Denise facilitate adding it to all PRSA Web site payment options with next Web update.
- Participated in meeting with potential Web site vendor.

On-going Profit Opportunities:

- Job Postings
- Resource Directory

Action Items:

- Provide approved budget to Sonnenberg & Co. CPAs.
- Confirm limit for Chapter credit card and submit guidelines for credit card use to Executive Committee.

Membership Report

No Report

Professional Development

No Report

Reputation Management

February 14, 2008

1. Judging Update

- a. Houston chapter found another chapter to judge their awards. The following are our current options:
 - i. Portland
80-85 awards
Timeframe: August-mid-Sept.
1 APR for each entry preferred but not required.
NON-APR judges requested to have 10+ years of experience
2 judges for each entry
 - ii. Hawaii (but they may not be looking anymore if they decide to do the rotation)
100 awards
Timeframe: April-early June
2 judges per entry
 - iii. Award rotation option:
Hawaii, Denver, Philly, LA
Except LA, each chapter gets about 100 awards
Requirements pending (chapter-specific)

2. Event/Logistics Update

- a. Targeted date: Sept. 18
 - i. We would like to move the date up to September this year to avoid conflict with International Conference (Oct. 25 – 28 in Detroit).
 - ii. Discussion point: Need to alter luncheon schedule?
 - iii. Potential locations (Consider move to North County this year?)
 - Birch Aquarium
 - Del Mar Powerhouse
 - Anthology
 - Sofia Hotel
 - Witherby
 - The Prado

3. PRSSA Update

- a. SDSU PRSSA chapter has \$1,000 budgeted for a speaker this year and is looking for ideas on motivational speakers regarding the PR industry

4. PRSSA Affiliate Outreach

- a. Will begin contacting surrounding schools re: PRSSA affiliate program

- I. UCSD
 1. Michael Schudson, Professor ,mschudson@ucsd.edu (Derek)
- II. Point Loma Nazarene .
 2. L. Forward, Ph.D., Professor of Organizational Communication Director of Internships glforward@pointloma.edu_
- III. National University
 3. Dr. Joan-Marie Van Tassel, Department Chair, jvantassel@nu.edu
- IV. University of San Diego
 1. Communications Department Chair, Dr. Eric Pierson, at: epierson@sandiego.edu_
- V. Alliant International
 1. Dr. Wendy Chung

5. New Pros Update

- a. Successful January Mixer
- b. Educational event for February

Assembly Delegate Report February 14, 2008

Update:

- Submitted approval for Assembly Delegate (AD) 2008 budget
 - Requested two spots at both the Western District (WD) conference in Tucson (\$450 for each AD) and the AD/WD meeting in Detroit (\$700 each)
- Encouraged Chapter Leadership to promote/attend WD Conf in Tucson
- Alerted Professional Development Committee of WD \$200 stipend available for each WD chapter for a sponsorship as long as the WD is given credit for their contribution
 - Recommendation is to apply for this and tie it into the WD Chair's annual visit to our chapter
- Participated in monthly conference call, Jan. 23
 - WD will be conducting Affinity Group discussions/networking among chapters every other month; any chapter leader can volunteer to manage a group; topics will include:
 - Treasurer group
 - Programs and professional development
 - Membership
 - Accreditation
 - Web site
 - Awards recognition
 - Sara volunteered to manage APR call; awaiting confirmation
 - 2010 Western District location TBD (2009 will be in OC)

Action Items:

- Confirm approved AD budget
- Determine which ADs will attend WD conference
- Make travel arrangements
- Reach out to WD to share meeting/luncheon topics that worked well and drew large crowds; in turn share ideas so as not to compete with each other for attendance
- Participate in monthly conference call, Feb. 20 at 11:00 a.m. PT