

## OCPRSA Board Meeting Minutes

February 7, 2018

Led By: Dan Nasitka  
Secretary: Charla Batey in Justine’s absence

Call to order: 12:07 p.m.  
Adjournment: 1:08 p.m.

**In Attendance (15):** Dan Nasitka, Charla Batey, Ted Nguyen, Brenda Springer, Stephanie Cardenas, David Cordero, Kristin Daher, Sarah Fahy, Les Goldberg, Emily Mason, Stephanie Thara Metzinger, Delaine Moore, Robin Weaver, Liz Wilkins, Brenda Velasco, Angelique Navarro

**Guest (1):** Caitlin Mendoza from Cal State Long Beach-PRSSA

**Absent (4):** Justine Houston-Brown, Patty Conover, Brittney Holbrook, James Alley

Agenda Item	Discussion	Action	Owner
Call to Order	<ul style="list-style-type: none"> <li>Called to order at 12:07pm</li> </ul>	No formal action taken or required	Dan
Approval of February Meeting Agenda	<ul style="list-style-type: none"> <li>David Motioned, Stephanie second, All approved.</li> </ul>	N/A	Charla
Approval of February Meeting Minutes	<ul style="list-style-type: none"> <li>Emily Motioned, Charla second, All approved.</li> </ul>	Justine to send Feb. minutes before next board meeting.	Charla
President’s Update (Dan Nasitka)	<ul style="list-style-type: none"> <li><b>Master Calendar Dates</b> – All APR Sessions added and Community service added by Justine.</li> <li>Thank you to everyone involved and at the January luncheon. Dan has heard great feedback including people who hadn’t attended before. Thanks to Stephanie and Patty for planning and Brenda for moderating.</li> <li>Lots of positive feedback via survey was about the venue.</li> <li><b>Committee Recruitment</b> –Dan says he doesn’t think we got a lot. Stephanie confirmed one for Diversity and one for Community Service. Dan asked if anyone is looking for committee members?               <ul style="list-style-type: none"> <li>Brenda S. said last year we did it in the Inbox for like four weeks.</li> <li>Diversity, Programs, Comm/Advocacy, PROTOS committee still looking.</li> </ul> </li> </ul>	<p>Any specific dates please send to Justine for the master calendar.</p> <p>Committee Recruitment: Will add to Inbox for the next few months to get everyone some help.</p>	Dan

	<ul style="list-style-type: none"> <li>• <b>Updated Website Commitment from Taylor Digital.</b> Randy wants to update the website and Dan took him up on that, Last update was four years ago.</li> </ul>	Website: Dan to put Randy in touch with Sara and James for point of contact.	
Treasurer's Update	<ul style="list-style-type: none"> <li>• January Financials + Luncheon Recap</li> <li>• Britt duplicate awards update-within two weeks.</li> <li>• <b>Admin Bonus</b> <ul style="list-style-type: none"> <li>○ Brenda asked about if Dan has talked to her about her services. Dan says he believes the 2013 started the bonus and every year. Brenda S. says she thinks we don't need to issue it.</li> <li>○ Dan says that there is the possibility of whittling that down to under \$1,000.</li> <li>○ Emily asked if there is a set list of everything she is in charge of/ or a contract.</li> <li>○ Ted said maybe that's part of the discussion, outline what she's done and what thing we can offload and/or take on as board members.</li> <li>○ Brenda S. said she thinks it will give us leverage.</li> <li>○ Les said Kayt was hired back in 1991, did it because she adds continuity over the years and thinks she pays a valuable role and does it well.</li> </ul> </li> <li>• <b>Sponsorships</b> <ul style="list-style-type: none"> <li>○ Dan proposed we just continue shining star scholarship, and sponsor level for PRSSA Regional Conference but not set precedent for other sponsorships.</li> <li>○ Charla recommended we can afford \$750 for the regional one and all approved.</li> </ul> </li> <li>• <b>2018-19 Budget Review and Approval</b> <ul style="list-style-type: none"> <li>○ Ted motion to approve budget, Stephanie seconded, all approved.</li> </ul> </li> </ul>	N/A	Charla
<b>Committee Updates (12:30 p.m.):</b>			
Advocacy/Communications	<ul style="list-style-type: none"> <li>• Social media boosting for events &amp; event graphics</li> <li>• Reminder that we need content a couple of days in past.</li> <li>• Trying to set up Meetup account. Sara asked if Kayt can set up the Meetup.com account.</li> </ul>	Sara working with Kayt on Meetup	Sara/James
APR/Ethics	<ul style="list-style-type: none"> <li>• All APR Sessions added to calendar</li> </ul>	N/A	David

Community Service	<ul style="list-style-type: none"> <li>• Potential partnership with OneOC</li> <li>• One OC will provide venue free of charge for PR Backs in May. Mission is to accelerate nonprofit success.</li> <li>• One OC is looking for more PR consultants for requests. Maybe an official program, where nonprofits would only work with PRSA people.</li> <li>• Sara and Delaine both stated should be lower than 25% of retainer. Delaine also said it would be a good member benefit. Dan agreed and would like to see it mapped out.</li> <li>• Les recommend a partnership agreement and Robin will work on this with Delaine.</li> </ul>	Robin/Delaine to work on partnership agreement	Robin
Diversity	<ul style="list-style-type: none"> <li>• No discussion</li> </ul>	N/A	Brenda V. /Stephanie C.
Membership	<ul style="list-style-type: none"> <li>• No discussion</li> </ul>	N/A	Brittney
Programs	<ul style="list-style-type: none"> <li>• <b>Upcoming Events:</b> <ul style="list-style-type: none"> <li>○ Feb 22: Behind the Front Lines of Public Affairs / Government PR –David and Patty leading the charge on this.</li> <li>○ March 19: Succeeding in Today's Crazy Media Environment –Partnered event (RESDI?), at South Coast Plaza</li> </ul> </li> </ul>	N/A	Patty and Stephanie T.
PRSSA	<ul style="list-style-type: none"> <li>• PRSSA Liaison: CSUF needs one</li> <li>• Cal State Fullerton Alum in the industry please reach out to Les.</li> <li>• Dan said Caitlin can send her list of events and any speaker needs to Les who will get it out to board.</li> </ul>	Liaison to get speaker needs to Les	Les
PROTOS	<ul style="list-style-type: none"> <li>• Venue options and themes</li> <li>• Emily-have been doing research on venues and now that budget is approved have better idea. Looking at Yoast Theater in Santa Ana and (A/V Theater in Irvine—check name?)</li> <li>• Dan said that the area with Yoast Theater is in a trendy area and popular. Dan said digital focus of other venue may be good.</li> <li>• Possible theme on Influencers or Storytelling.</li> <li>• Also working with Angelique and Brittany on debrief.</li> <li>• Dan suggested Colony House as a backup option.</li> </ul>	Emily looking at venues  Angelique/Brittany working on debrief	Emily
Sponsorship	<ul style="list-style-type: none"> <li>• Leads and CSUF NEXT GenPR sponsorship</li> <li>• Angelique –Charla and Dan both did review on the sponsorship package and is in good place. She will clean up; then everyone is welcome to sharing or sending them to her to work on.</li> </ul>	Angelique is working with Stephanie and Patty on having a sponsorship backing behind each program.	Angelique

	<ul style="list-style-type: none"> <li>• Will work with any group with any budget.</li> </ul>		
Western District	<ul style="list-style-type: none"> <li>• No discussion</li> </ul>	N/A	Ted
YoPro	<ul style="list-style-type: none"> <li>• Budget and responsibilities of mentorship</li> <li>• Mentor/Mentee program kicking off soon, call for Mentors and Mentees. Deadline to register will be March 23, 2018.</li> <li>• Mentors should have 5+ years' experience, Kickoff on April 18th at 6pm at Powerhouse Communications Office in Santa Ana.</li> <li>• Mentee-responsibility is on them to engage with their mentor and having them require monthly recap.</li> <li>• Program will go through end of October and Mentors can decide if they want to continue on</li> </ul>	N/A	Kristin
Adjournment (1:00 p.m.)	<ul style="list-style-type: none"> <li>• Reports and new agenda items due: <b>Thursday, March 1, 2018</b></li> <li>• Next meeting: <b>Tuesday, March 6, 2018 (In-Person)   OCBC Offices</b></li> <li>• Les asked about Shining Star Award write up. Dan has running list of winners and what their dollar allocations left.</li> <li>• Meeting adjourned at 1:08 p.m.</li> </ul>	Charla will reach out Dan for the Shining Stars list	Dan/Charla