

## OCPRSA Board Meeting Minutes

January 10, 2018

Led By: Dan Nasitka  
Secretary: Justine Houston-Brown

Call to order: 6:10 p.m.  
Adjournment: 7:46 p.m.

**In Attendance (15):** Dan Nasitka, Charla Batey, Justine Houston-Brown, Patty Conover, Stephanie Thara Metzinger, Brittney Holbrook, David Cordero, Brenda Velasco, Stephanie Cardenas, James Alley, Sarah Fahy, Liz Wilkins, Emily Mason, Kristin Daher, and Robin Weaver

**Absent (5):** Brenda Springer, Ted Nguyen, Les Goldberg, Angelique Navarro, Delaine Moore

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> <li>Meeting called to order at 6:10 p.m.</li> </ul>	No formal action taken or required	Dan
Approval of January Meeting Agenda	<ul style="list-style-type: none"> <li>Motion to approve tonight's agenda – Sarah, David seconded.</li> <li>No meetings to approve at this first meeting.</li> </ul>	Justine to send future minutes before next board meeting.	Justine
President's Update (Dan Nasitka)	<ul style="list-style-type: none"> <li>Packet with master calendar: Board to review and send dates to Dan and Justine; will populate calendar with all dates – i.e. months if you don't know exact dates.</li> <li>Board meeting procedures – week before meeting send committee updates via email;</li> <li>Discussions in meetings will be action items, strategy items (i.e. PROTOS or programs issues, etc.) Highlight issues and get input from board during meetings.</li> <li>Committee recruitment: if you'd like help or announcements for committees, please let Dan know and it can go out in the Inbox and in programs announcements</li> </ul>	<p>Justine to compile committee updates and will send to board with the agenda</p> <p>Justine to send calendars for when committee updates are due</p>	Dan/Justine

<p>Treasurer's Update</p>	<ul style="list-style-type: none"> <li>• Sign up sheets at the first event</li> <li>• December financial – \$1,743 from member</li> <li>• \$216.65 in job alerts</li> <li>• \$400+ in PROTOS duplicates expenses</li> <li>• National fee was due and was paid</li> <li>• Paid Western District fees</li> <li>• Start planning and approve budget for 2018</li> <li>• Fiscal year is March to February and we want to operate the same. Plan from February to next year in 2019.</li> <li>• Tax debacle of past, would benefit us from tax standpoint.</li> <li>• Starting with this year, start to transition to budget Jan/Feb of 2018 through Feb of 2019.</li> <li>• Can work with Charla to have calls/meetings and review historical data to plan 2018 budgets.</li> <li>• Angelique is our sponsorship chair for this year; last year, we didn't have that position.</li> <li>• Goal standpoint; break even and make a little money rather than lose out on it.</li> <li>• Be realistic with revenue goals</li> <li>• <a href="mailto:treasurer@ocprsa.org">treasurer@ocprsa.org</a> - way to reach Charla along with personal email</li> </ul>	<p>Budgets Due January 19<sup>th</sup> – from January 2018 to February 2019.</p>	<p>Charla Batey</p>
<p><b>Committee Updates:</b></p>			
<p>Advocacy / Communications</p>	<ul style="list-style-type: none"> <li>• Big picture – 1257 on Facebook; 258 on Twitter; 62 followers on LinkedIn</li> <li>• Brittney and Delaine are in charge of membership</li> <li>• Group open – on LinkedIn; at discretion of committee; good place to post about how to be a member</li> <li>• 94 followers+ Instagram – total 360</li> <li>• Want to do more blogs; profile 3-4 members</li> </ul>	<p>Will draft a press release in the next week or so.</p> <p>James – requests that the board please send pictures; headshots for e-blast and casual/office/industry shots for social</p>	<p>James/Sara</p>

	<p>of the board with a few sentences; and can also later profile other members or people in community</p> <ul style="list-style-type: none"> <li>• After profiling board – wants to show a diverse profile of who PR pros are; paint a broad stroke of who is in communications; If you know people, please send them over. (i.e. gov’t affairs, CAPIO, NIRI, tech, food, etc.)</li> <li>• Good to be inclusive of fields in communications</li> <li>• Brenda V. – cool to take photos of us in our space; go to the top and learn more about this member and their industry (good for Instagram)</li> <li>• Increase digital marketing spend for boosts on social media for programs; target for new members</li> <li>• News release – Charla mentioned it should get sent over the wire</li> <li>• Lisa Delaney – asked who has access</li> <li>• Dan will be point of contact for the news releases</li> <li>• Approvals – news releases to president; blogs go to comms/advocacy for approval and posting by Kayt.</li> <li>•</li> </ul>	<p>Will shoot out a blog calendar to do posts on events</p>	
<p>APR/Ethics</p>	<ul style="list-style-type: none"> <li>• Some speakers confirmed</li> <li>• Good marketing last year – new CAPIO members signed up last year; getting instructors last Fall was difficult</li> <li>• 4 or 5 CAPIO members are interested in spring class; anticipating 6 to 8 PRSA members to do it.</li> <li>• Good chance to get 8-10 this year</li> <li>• Goal to break 1K this year in revenue</li> <li>• Flat fee of 125 for CAPIO - enticement</li> </ul>	<p>February 12th in person info session at 6:30 p.m. will probably have food. David will give Charla a budget for that.</p>	<p>David</p>

	<ul style="list-style-type: none"> <li>• Dates – prelim calendar: start on Monday March 5th and classes will go until Monday May 7th – final class will be mock panel presentation.</li> <li>• Saturday, June 2nd – formal panel presentations</li> <li>• Fall session may not work this year; but perhaps a refresher course is available 1-2 day boot camp for those who have already taken the courses before they want to sit down. Will play around with it.</li> <li>• Charla – have you thought about live streams? She would attend via live stream. Get an eager student stream it.</li> <li>• Dan – loves boot camp idea; really loves the idea of streaming. Game changer for national – write a blog post; social, etc.</li> <li>• Bench of instructors is thin due to retirement and</li> <li>• Get past students who are APRs to be instructors in areas they specialize in – i.e. senior APR pros – wants to expand group of instructors</li> </ul>		
Community Service	<ul style="list-style-type: none"> <li>• Will follow path from last year; 2 PR Gives Back Events</li> <li>• Pros will network but good for students and YoPros</li> <li>• Match orgs with pros; direct outreach to local nonprofits, startups and startup incubators</li> <li>• Do media outreach</li> <li>• More social media posts and boosts</li> <li>• Announcement at beginning of programs</li> <li>• Committee – TBD; Connie Ho is confirmed</li> <li>• Dan wants committee to include social ads in budget</li> </ul>	Continue planning	Robin

<p>Diversity</p>	<ul style="list-style-type: none"> <li>• Increase diversity – awareness, knowledge, etc.</li> <li>• Similar to Stephanie Thara last year, will do one big event</li> <li>• Also, pop-up events – i.e. meetings at ethnic restaurants, learning about cultures while eating. If you have recommendations – please let us know.</li> <li>• Continue “Real Talk” blogs</li> <li>• Provide a day of training for the board</li> <li>• Still working on dates – but would love to do event earlier in the year (September or August)</li> <li>• Dan – typically PROTOS is only event in the month; can work with programs to determine time</li> <li>• Try to switch diversity month – August; will work with programs to tag on to that month.</li> <li>• Stephanie Thara – advantage to say stats from event in your submission for diversity</li> <li>• Probably panel – but still working on direction (Dan knows Greg Lee from ABC, and he’s Korean)</li> </ul>	<p>Board to provide recommendations for pop-up events</p> <p>Diversity to schedule a training session for the board</p> <p>Switch event to Diversity Month</p>	<p>Brenda V. and Stephanie C.</p>
<p>Membership</p>	<ul style="list-style-type: none"> <li>• 224 active members</li> <li>• Goal to get back to 250</li> <li>• Splitting duties – member communications and board communications. Incorporate membership into event</li> <li>• 24th January, use comment cards and Q1 survey – use info to launch into 2018</li> <li>• Do membership booths at events; do member check-in; etc</li> <li>• Touch base with PRSSA grads – loop in sooner to bring in as new members</li> <li>• They will share info with board</li> </ul>	<p>Kristin and Les to coordinate: university messaging should be in line with YoPro.</p> <p>Charla will share UCI email lists</p>	<p>Brittney</p>

	<ul style="list-style-type: none"> <li>• Dan – use Les and his connections with universities; make sure messages are in line with YoPro (Kristin) and coordinating with Les.</li> <li>• Want to target new students, agencies and corporate team; show team benefit (corporate and agency focus)</li> <li>• Sara – Track down the book of lists to do marketing campaign to them; do an e-blast; give special offering.</li> <li>• UCI has lists you can blast – Charla will send</li> <li>• Showing benefits to other groups – YoPro; other fields; think about topics at events; diversify meet the media events</li> <li>• Maybe sponsor a YoPro – i.e. donate to PRSA for young professionals – could that be a deterrent?</li> <li>• Membership – 19 YoPros since 2015</li> </ul>		
<p>Programs</p>	<ul style="list-style-type: none"> <li>• Membership is on our radar (announcements at podium; perhaps membership can give talking points for benefits of membership)</li> <li>• Early planning of event dates – at each event, promote the next one</li> <li>• Start meet-up pages for events (promote we are a networking organization)</li> <li>• Will work with sponsorships to get sponsors for events to increase events</li> <li>• Work with Advocacy/Comms and get their input on collateral             <ul style="list-style-type: none"> <li>○ Please source your graphics if you can; but programs can work to provide a template/ outline to circulate</li> <li>○ Facebook cover; website cover; 2 ad sizes for Facebook – get template checklist with pixel sizes (pull pixels from Canva.com)</li> </ul> </li> <li>• Have a one-sheet; takeaway or take a pic of</li> </ul>	<p>Patty/Stephanie will provide an outline of what collateral/assets each committee should provide for events.</p> <p>Sara/James to start a meetup page and coordinate with programs</p>	<p>Patty and Stephanie T.</p>

	<p>something that is OCPRSA branded that could have membership benefits on it.</p> <ul style="list-style-type: none"> <li>• Make some more casual events – i.e. hiking, bowling, etc. just networking and members only</li> <li>• Luncheon – January             <ul style="list-style-type: none"> <li>○ Experian, Porter Novelli, Disney, PacSun, Social Intelligence Agency, etc.</li> </ul> </li> <li>• Mix of event types – upcoming Feb. a public affairs track; March: collaborate with NIRI; April: hiking with PR pros – all levels and have veteran PR pros too; Coffee and Bagel series – at Reveille with media (i.e. lifestyle); May 17th – confirmed Angels game meet and greet with Tim; Cocktails and conversation - only veteran PR pros (may have senior roundtable committee member to plan); June –lunch; July summer media mixer; August – diversity / half day writing workshop; PROTOS campaign to tell us what they did – combo or PROTOS/APR; Holiday party in November</li> <li>• Will display all the events at each January event – if you have other events in place, please let Stephanie and Patty know.</li> <li>• Will connect with advocacy/comms &amp; membership about meet-up</li> <li>• David recommends speakers             <ul style="list-style-type: none"> <li>○ Feb. 22<sup>nd</sup> – Curt and Katie Pringle</li> <li>○ OC Register – Martin and Teri (investigative)</li> <li>○ June 15 – Mike Lister city of Anaheim</li> <li>○ Jean Pasco – gov’t reporter for OCR and LAT</li> <li>○ Comm’s Lab – talk about public affairs</li> <li>○ OCTA – probably plenty of people to</li> </ul> </li> </ul>		
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	<p>• speak for public affairs</p> <ul style="list-style-type: none"> <li>• Charla gave advice to move PROTOS case studies up to summer</li> <li>• Holiday party was too early in November – Dan advises moving it; go between Sgt. Peppers</li> <li>•</li> </ul>		
PROTOS	<ul style="list-style-type: none"> <li>• Still in the information collecting phase; Brittney will send more docs</li> <li>• Recommends giving people longer to enter</li> <li>• At next meeting, they'll have venue and theme ideas</li> <li>• Please send suggestions to team</li> </ul>	Board to send any PROTOS suggestions over	
PRSSA	<i>No update; not present</i>	N/A	Les
Sponsorship	<i>No update; not present</i>	N/A	Angelique
Western District	<i>No update; not present</i>	N/A	Ted
YoPro	<ul style="list-style-type: none"> <li>• 5 members on committee; Andrew Vo will join committee in March</li> <li>• Speaking with CSUF PRSSA – Life after Graduation in March, Kristin is a speaker</li> <li>• Reached out to universities and wants to plan a speaking circuit in classes</li> <li>• 3 events this year</li> <li>• Get involved at small sponsorship level to have more of a presence in what they do</li> <li>• Utilize Sara and James for social posts and e-blasts</li> <li>• Teri Sawyer on mentor/mentee program – must be a member to be a part of it</li> <li>• Push payment plan and power of networking; collect info and lead gen at events</li> </ul>	Will coordinate with Sara/James for social posts	Kristin
Old Business/ New	<ul style="list-style-type: none"> <li>• Dan let the board know we are skipping old</li> </ul>	N/A	Dan



Business	and new business sections since we ran out of time		
Last minute items	<ul style="list-style-type: none"> <li>• Anything you want to get out in the January luncheon, please get it to Stephanie and Patty ASAP (committee call out, sign up sheets; i.e. APR, etc.) for PowerPoint: submit info by next Friday for presentation</li> <li>• Calendar of events – put your events in it</li> <li>• Collaborate with peers; do it together</li> <li>• Deadline for InBox – send content by Friday of week previous to be included.</li> <li>• Perhaps do different colored badges for member vs. non members</li> <li>• Next board meeting is a conference call             <ul style="list-style-type: none"> <li>○ Wednesday Feb 7<sup>th</sup></li> <li>○ 1-hour calls</li> <li>○ 12-1 p.m. conference calls</li> <li>○ Outlook – add all emails individually and copy paste when sending calendar</li> <li>○ Good with Tuesday or Wednesday for in-person meetings</li> </ul> </li> </ul>		N/A
Adjourn	<ul style="list-style-type: none"> <li>• Adjourned at 7:46 p.m.</li> </ul>	David motioned to adjourn, Brittney seconded.	N/A

NOTES:

- Budgets Due to Charla by **Friday, January 19, 2018**
- Reports and new agenda items due: **Friday, February 2, 2018**
- Next Meeting: **conference call on February 7, 2018 at 12 noon**