

Board Meeting Minutes

Call to order: 12:06 p.m.
 Adjournment: 1:06 p.m.
 Led By: Dan Nasitka
 Secretary: Justine Houston-Brown

In Attendance (15): Dan Nasitka, Patty Conover, James Alley, Sara Fahy, Brenda Velasco, Ted Nguyen, Kristen Daher, Angelique Navarro, Robin Rocky, Liz Wilkins, Charla Batey, Brenda Springer, Stephanie Thara

Guests (1): Kristin Cuaresma CSUF PRSSA, Alisa O’Hara Biola PRSSA

Absent (4): Les Goldberg, Stephanie Cardenas, David Cordero, Brittney Holbrook, Emily Mason, and Robin Weaver

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> Meeting called to order at 12:06 p.m. 	N/A	N/A
Approval of April Meeting Agenda	<ul style="list-style-type: none"> Motion to approve tonight’s agenda – Ted, James seconded. No meetings to approve at this meeting. 		Justine
March Minutes	<ul style="list-style-type: none"> None to approve; secretary computer problems recovering 	Justine to work on recovering hard disk contents	Justine
President’s Report	<ul style="list-style-type: none"> Rick at Westbound passed away; memorial service held. Westbound may create a scholarship to help 3 sons; could do something at PROTOS to honor Rick. Dan spoke with Scott about that. Ted says it’s a good idea – should be more cognizant of members that pass away and carve out time at PROTOS to pay respects. 	No action at this point.	Dan

	<ul style="list-style-type: none"> • Q1 in Review: <ul style="list-style-type: none"> ○ Membership Jan 222 now at 235 – 6% increase ○ Revenue of \$3300 ○ Financials overall – income of 18,800 ○ Expenses at 12,100 ○ Net 6K+ ○ In 2017 we were 14.5 and this year 18.8 ○ In 2018 we were at 17.8 now 12.2 ○ On the right track • Programs: <ul style="list-style-type: none"> ○ 111 in Jan. net 1200 ○ 83 in March net 800 ○ Total net was a little over 2K over last 3 months • Master calendar dates – let Justine or Dan know <ul style="list-style-type: none"> ○ Tonight YoPro mixer at PowerHouse; James and Charla and Dan going. ○ April 25: Beyond the Front Lines of Public Affairs Event ○ April 26: YoPro Social Media Event ○ Will be interesting to hear how events were attended since it's two back to back 		
Treasurer	<ul style="list-style-type: none"> • In March – pointed out APR did great 1500. Minimal expenses, improvement from this time last year. • Programs on track. • Membership was 3K last month, so good job to all supporting membership. • Expenses – all within budget. • Taxes – 2018 insurance was paid. \$750 Dan approved. 	Charla will be working on taxes with Dan, executive board and tax consultants.	Charla

	<ul style="list-style-type: none"> • April 19th chapter webinar and will report back if good lessons learned. 		
Western District	<ul style="list-style-type: none"> • Conference is April 10th. Charla to attend WD board meeting. Did not have last meeting so nothing new to report. 	N/A	N/A
Brenda Springer – Shining Star Update	<ul style="list-style-type: none"> • Different year – 1st year with liaison on board for PRSSA. Went through documents to see how it’s been handled. Have intro letter to liaisons. Then application process goes to faculty. Les is the point person with role on board. In past, the past president has owned it. • Should still be a past president role, but they can connect with liaison role on the board. • Scholarship applications from students were due April 2nd – but many didn’t get information. Application date is extended by a week. • Faculty info back to liaisons due back to PRSA by April 25th. Because it’s late in the month, they may not be able to be recognized at their school ceremonies. But will still recognize at PROTOS. • CSUF request from taking shining star and use it to support extra accreditation at the university. In essence it’s to pour into a PR student as they become a professional. Could impact more students. Board thought it took away from shining star to one person and because no other schools offered it, did it make an exception to one university. • In looking at thoughtful response from Andrew at CSUF, we feel comfortable testing for 18/19 scholarship year. • Asking Dan – put as motion to allow for us to test for CSUF only in 2018/2019? How do you want to handle it? 	<p>Brenda – motion to consider utilizing the funds allocated for shining star to be used as beta test for 17/18 year. Ted seconds. No discussion. No opposition. Motion passed.</p> <p>Dan will send an email out – including Brenda and Les, Ken, Kristin from CSUF.</p> <p>Brenda wants us to look at last 4 or 5 years to evaluate the scholarship before the next school year. Add to May agenda.</p>	Board

- Kristen – give CSUF’s update then sign off so we can get board to decide.
- We have been pushing this initiative forward. Many graduating seniors found out about the scholarship and so wanted it extended. We pushed past 250 in overall membership. Great idea for next year, but it would be great to have this year.
- Sold out conference – and hoping for the best.
- Alisa Biola – trained executive board; 15 attendees and great feedback. Angela is a great help with Brenda Velsaco. 15 students going to CSUF conference. Going to USC’s event on April 12th. iHeart Media speaker coming; Kristen will speak at upcoming banquet.

Students signed off at 12:25 p.m.
Board to continue...

- Sounds like seniors can benefit from doing the exception this year? Dan – want to be sure other chapters knew about it and could give their voice to the conversation. Biola was okay. No response from CSULB or Chapman. Would your PRSSA benefit greatly for chapter to get one lump sum versus going to one student.
- Brenda – not in favor of taking scholarship and giving to chapters to use. The intent of scholarship was to be invested in one future PR practitioner. it used to go toward paying for fees for PRSSA. We switched it to focus on career after they graduate. Decision 4 or 5 years ago. It was to be generally used for students’ education. Furtherment of their becoming future PR practitioners.

	<ul style="list-style-type: none"> • If CSUF is the only one that offers this accreditation, it's still in the same spirit. Could do this year to see what interest there was and then see how many engaged with PRSA after they graduate. Visit the stats in January and then revisit this year. • Ted agrees – be flexible and use as pilot to be more thoughtful to evaluate for next year. We can scale back or ramp up in future. • Maybe it's worth thinking about going back supporting a student to go the PRSSA conference. • Dan – make a motion to use as pilot program...and vote on it. 		
<p>Old Business</p>	<p>OCPRSA Admin Scope of work</p> <ul style="list-style-type: none"> • Kayt emailed about her thoughts on it. She's thought about services provided over 21 years to determine if any can be performed at a lower rate. It would be unsuccessful. Business partner is Heather who we see at events. • The email makes it sound like we are ready to terminate with her. That's not our intention. Her rate of \$1,200/month can't be put down. IT would be a lot more work if someone else had to do it: i.e website; Emails; registration • Charla – there's not any wiggle room with maybe not having heather at events? • Dan will go back to her and say we don't have any intentions of getting rid of you; we see value in all your provide – but want to see about wiggle room. Maybe 1200 down to 1K. • Sara F – did she provide an actual list on what she does? Yes, Dan provided list in March. • Dan – Kayt has done a great job and takes 	<p>Dan to continue discussions with Kayt</p> <p>Angelique to continue on sponsorships</p> <p>Kristin can pull grad profil together and send to board to get it going ASAP.</p>	<p>Board</p>

	<p>pressure off of our volunteer board. Still in progress.</p> <ul style="list-style-type: none"> • Brenda S: Can list of duties made available to board? Dan will share. Value to have someone with so much historical knowledge. However, tech advancements have automated things she used to do. Do we have historical knowledge on what we've paid her? Has it gone up for market? We can take registration away. • Dan – i.e. doesn't have to deposit checks anymore. He will forward old scope of work. • Justine – can secretary take more? Brenda S – hesitate since past boards haven't had strong executive boards. • Dan – no action; wants to button up before May board meeting. <p>ONE OC - on hold.</p> <ul style="list-style-type: none"> • Robin – contact went on maternity leave. So on hold. Revisit when they are ready to continue. <p>Taylor Digital Sponsorship:</p> <ul style="list-style-type: none"> • Angelique: Randy agreement done at platinum level for 7500 level. Will be signed soon – will let all teams know about how to support – i.e. social; PROTOS; etc. We need to execute on our commitment. She's working on other opps as well –and has a call with Sprout Social. We also have a formal sponsorship agreement. • Dan: it's in-kind and we have a bank of hours to use any of his team for SEO, web design, etc. • Brenda – did we figure out PR Newswire with Lisa gone? Dan – Brian is different region. Brian was going to put them in touch with 		
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	<p>decision maker. Dan needs proof that what arrangement was with Lisa. Until we can gather that proof – it’s on hold. Brenda has invoices and will see what she has in email.</p> <p>YoPro – Graduating senior INBOX profiles</p> <ul style="list-style-type: none"> • Nominal amount for profiles • Kristin – doesn’t have more detail right now. Position as part of grad gift package. Send t his to your parents as investment for your future to get you PRSA membership and it could be a value add. Get something in the Inbox and she can forward it to school contacts. • Dan – if board feels it should be attempted and tried, then let’s do it. Charla, Ted and Justine agreed. 		
<p>New Business</p>	<p>PROTOS:</p> <ul style="list-style-type: none"> • Liz – judging Phoenix and North Carolina will judge us. Phoenix will push back event. Judging will be in September for event in August. Is 4 weeks for judging customary for judging? • Ted/Dan – yes, sounds about right. • Dan – keep on it because it can get unruly quickly. • Will report back with updates soon...follow-up sponsorship end with Angelique. • THEME - #Influencer. Suggestions on who can be good on that theme? • Stephanie – Oct. 5th meet the media is now meet the influencers. Perhaps her agency can sponsor or help out with that... • Dan – if that is theme, we need t have influencers with a huge following to have ‘star power’ 	<p>Misc. see notes at left</p>	<p>Board</p>

	<ul style="list-style-type: none"> • Sara – has potential ‘beautiful destinations’ out of New York. #1 travel destination travel influencer in NY. Is that the right theme for PROTOS when we have another event like that? • Ted – maybe it can be another theme. • Liz – influencer; storytelling was another. We can revisit. • Sara – do we have a budget for speakers at this event or do we ask to speak for free? Thining of travel and accommodation... • Charla – speak for free and pay their ticket and promote them. • Dan – we’ve done hotel stay or transportation in the past. Can consider if they’ll bring revenue in for protos. • Dan – revisit, email board with themes and questions. Let’s land on something by May. Big things are venue/date...then moderator. Experts on this are Ted, Charla, etc. <p>Membership</p> <ul style="list-style-type: none"> • April is free chapter month <p>Programs</p> <ul style="list-style-type: none"> • Members only Influencer Panel & talking points on value of OCPRSA • Originally was members only event. This could generate huge audience...are we comfortable having members only be hiking social and sr. roundtable? • Would like to make the influencer event public. Board agrees. • Sara – maybe make more a spread between member/nnon member fee. • Talking points for membership – wants 4/25 event. Team will pull together. 		
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	<p>Diversity needed help on specific themes or help with speakers.</p> <ul style="list-style-type: none"> • Since they aren't on – let's table...but if you have ideas, let them know and send an email to brenda and Stephanie. Patty - #MeToo – it's a hot topic. <p>YoPro – Smaller-scale venues?</p> <ul style="list-style-type: none"> • Kristin – please send ideas her way. Venues for 75ish people. 		
Adjournment	<p>Next Tuesday May 8, 2018 (OCBC Offices) 6:00PM Try to get discussion points by Thursday May 3rd or Friday May 4th.</p> <p>Meeting adjourned at 1:06 p.m. Motion by Ted and Patty seconded.</p>	N/A	N/A