

Board Meeting Minutes

Call to order: 6:05 p.m.

Adjournment: 7:21 p.m.

Led By: Dan Nasitka

Secretary: Justine Houston-Brown

In Attendance (16): Dan Nasitka, Patty Conover, James Alley, Les Goldberg, Brenda Velasco, Kristen Daher, Robin Rocky, Liz Wilkins, Robin Weaver, Brenda Springer, Stephanie Thara, Stephanie Cardenas, David Cordero, Brittney Holbrook, Emily Mason, Justine Houston-Brown

Guests (1): Kristin Cuaresma CSUF PRSSA

Absent (4): Sara Fahy, Ted Nguyen, Angelique Navarro, Charla Batey

Agenda Item	Discussion	Action	Owner
Call to order	<ul style="list-style-type: none"> Meeting called to order at 6:05 p.m. 	N/A	N/A
Approval of April Meeting Agenda	<ul style="list-style-type: none"> Motion to approve tonight's agenda; approved 	Brittney motioned to approve; David seconded	Dan
April Minutes	<ul style="list-style-type: none"> Approved April Minutes 	Brittney motioned to approve; David seconded	Justine
President's Report	<ul style="list-style-type: none"> Admin fees: <ul style="list-style-type: none"> Took 200 off 1,000 total Saves \$2,400 annually Katie Coats – longtime veteran of OCPRSA and board <ul style="list-style-type: none"> Applying for fellowship through national PRSA Only about 400 total nationally approved to be a part of this special PR guru Letter written from chapter perspective supporting her May 17th Angel's event 	No action at this point.	Dan

	<ul style="list-style-type: none"> ○ Email confirmation will go out; Dan will have all the tickets 		
Treasurer	<ul style="list-style-type: none"> ● See treasurer's docs ● Social event gross 1352 ● New members 562 from 9 people on payment plans ● Renewals 1312 ● Expense highlights – paid deposit for protos 7135; opportunities: sponsorships, new members, cost savings on phone line. We pay \$60 on phone line for Kayt ● 251 tax penalty – paid ● Working with Murphy, murphy, murphy...due in July. Requesting <ul style="list-style-type: none"> ○ Charla is trying to find out process to get us on a calendar year ○ Calendar year is May 15th; fiscal year deadline is July. ○ Charla is trying to switch us over to calendar year, ○ She needs high level volunteer number of hours...I roughly spend X amount of hours per month or week on my position 	Charla needs the board to email her hours worked in their position annually	Charla
CSUF Liaison	<ul style="list-style-type: none"> ● CSUF update; transitioned to new board; Kristen Cuaresma is new CSUF PRSSA president; junior; will be with us for 2 years. ● Looking into retention; having a vote whether to bid for PRSSA national conference for 2019 ● PRSA national conference is in San Diego next year. ● Dan: have we been supportive. ● Being on board – we tried to push graduating seniors toward membership; also trying to 	N/A	N/A

	<p>push certification; seniors are starting to see what OCPRSA can do with them.</p> <ul style="list-style-type: none"> • Looking forward to seeing what happens next year • Dan – let us know how we can help 		
<p>PRSSA Chapters</p>	<ul style="list-style-type: none"> • Semesters are ending • Shining Star awards – 2 winners <ul style="list-style-type: none"> ○ Biola ○ CSULB ○ Chapters have been dynamic over the years; encourage support from • The Chapman Chapter is another story <ul style="list-style-type: none"> ○ Chris Trela has been their adviser; adjunct professor of PR at the school ○ Not enough interest in the PRSSA membership, so they have merged ○ Trying to figure out how OCPRSA will support it ○ Chris will talk to school about membership; ○ Brenda Springer – perhaps we need to call a meeting with Lisa Sparks; head of communications between board and school ○ Les – agrees; we need to try and get them interested and try to kickstart the PRSSA chapter there ○ Brenda – send her a note to meet before the semester; they don't have a strong student led board ○ Dan – faculty advisers are pushing advocacy of PRSSA at other schools; so we need to meet. ○ Brenda – we should allocate 1K to do marketing efforts to advocate PRSSA; 	<p>Brenda will connect with Rebecca Hall for introduction to Lisa Sparks. Then loop Dan and Les in this summer.</p> <p>David: Can we get a copy of the PRSSA bylaws from Chapman? Les will look into this.</p> <p>Les will also work with Ken Hagihara to make sure CSUF \$\$ will be distributed to students who pass the certification.</p>	<p>Dan/Brenda/Les</p>

	<p>offer 25% discount to those who register their membership – apply it for first 20 people or whatever.</p> <ul style="list-style-type: none"> ○ David – can you plan the membership into required class materials? ○ Les – let’s have the meeting; set up the protocols for membership criteria / chapter bylaws; approach them with it and here’s what our board is requiring from chapman to be supported. ○ Kristin – hasn’t heard back from them for YoPro events either; despite speaking at classes. ○ Brenda – we certainly need to circle on the scholarship to ensure that students are invested in – i.e. Andrew and Alisa. ○ Angela Burrell at Biola and Jennifer at Long Beach are doing excellent; same with CSUF. We need to get other schools on board with the value of PR ○ Dan – we need to try and sustain Chapman’s status as an active PRSSA. We do need to set up a meeting with Chris Trela, Lisa Sparks, etc. Yes, students need to be engaged, but they need the support of board. ○ Brenda – will connect with Rebecca Hall for introduction to Lisa Sparks. Then loop Dan and Les in this summer. ○ David: Can we get a copy of the PRSSA bylaws from Chapman? 		
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	<p>Would PRSSA National even know if this does happen?</p> <ul style="list-style-type: none"> ○ Les will work with Ken Hagihara to make sure CSUF \$\$ will be distributed to students who pass the certification. <ul style="list-style-type: none"> ▪ Dan – associate membership is through PRSA national; so we may be able to expense it back to Ken if he paid for X amount of students that pass. ▪ Les – who administers certification program; that is the person to pass out the 1K to. ▪ Ken wants to support students who pass. ▪ Les will clear it up....get it figured out. 		
<p>Programs</p>	<ul style="list-style-type: none"> ● Public Affairs event was great – a lot of different people in room, so Patty has been trying to follow-up with those new folks. ● Senior Roundtable – is in the works; Kristin Bush is doing their digital workshop; Patty will tap public affairs attendees. Nisha has been in PR for 20 years; unable to get in touch with her. “Cocktails and Conversation” on June 7th at Reveille. Patty is regrouping on it. <ul style="list-style-type: none"> ○ Brenda said Scott Smith would be great; He’s a partner at Westbound. ● June 27th 11:30 – 1 p.m. – PROTOS Case Studies events: teaser to PROTOS <ul style="list-style-type: none"> ○ Kristin is a speaker ○ Talk about campaigns; strategies; tactics 	<p>Patty working on Senior Roundtable; will work with Brenda S.</p>	<p>Patty / Stephanie M. / Brenda</p>

	<ul style="list-style-type: none"> ○ Charla is moderating ● July 26th – Media Mixer ; Island Hotel 		
Community Service	<ul style="list-style-type: none"> ● Great turnout at PR Gives Back ● Students may have walked away with internships 	N/A	Robin
YoPro	<ul style="list-style-type: none"> ● Social media event sold out; cocktails; food; conversation; great event! ● Dan: Feedback – two events on back to back nights; pushback from some members. Let's try to avoid back to back like that...both were successful though! 	N/A	Kristen
Old Business	<p>ONE OC - still 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. 	N/A	N/A
New Business	<p>PROTOS: held at the Yost</p> <ul style="list-style-type: none"> ● Recently revamped ● Old theater ● Reception overlooks the stage ● Will customize the marquee out front ● Theme: bouncing around ideas → looking at inspired theme; dramatic and rich; speakers possibly from USC: Dean Willaby, Fred Cook, ● Different approach ● Speaker 10-15 minutes ● Dan gives awards ● Dates: will revise and make these sooner... <ul style="list-style-type: none"> ○ Will send out simple save the date ○ July 27th date for judging is close. ● Window for judging is still August 1 <ul style="list-style-type: none"> ○ Everyone said they would be willing to judge: ○ We are judging Phoenix 	<p>Everyone on board willing to judge in the August 1st timeframe</p> <p>PROTOS to meet with Taylor Digital on form for award duplicates</p> <p>Board to provide Emily/Robin with silent auction ideas</p> <p>Patty to send Diversity UCI catering information for their event</p> <p>Meetup.com – Stephanie setting up and paying for account;</p> <p>Advocacy/Comms to run</p>	Board

	<ul style="list-style-type: none"> ○ Last year opened up to chapter and professionals with 5 or more years experience ● Reveille will do the artwork for sponsorship; run specs / decisions through Brenda ● Brenda – can we meet with Taylor Digital on a form to ensure that award re-orders go to Liz...to ensure emails come through and go through OCPRSA. We can communicate – week after awards, dups can be ordered and completed easily. “Reorder form” ● Asked board for silent auction ideas <ul style="list-style-type: none"> ○ Please send ideas to Emily <p>Diversity</p> <ul style="list-style-type: none"> ● Update? ● Looking at August 29th ● Cove at UCI – reach out to them – signature away from venue; will look at catering; brainstorm on theme. ● Toward end of August to avoid vacations ● Note on catering minimums – typically only get 45 registrants to diversity events ● January event – we used UCI’s caterers; Patty can send what food we ordered at Jan. event. ● Topics: microaggressions – how to deal with that in the workplace; diversity campaigns but how do you deal with diversity in workplace; Ageism is big right now – how do you navigate; Trying to touch on topics that are a little more trending. i.e. Biola is having issues with diversity – and having to chat through these – reflects national extreme camps and sides. How do we address this with furthering the chasm. ● Next meeting will get input on speakers 	<p>the account and upload all events there.</p> <p>Delaine to provide membership information for the meetup.com page to James/Sara.</p> <p>Emily sending Justine URL to add national member search link on the OCPRSA site.</p> <p>Advocacy / Comms needs help with posts; Kristin will send YoPros an email to assist. Les can help draft content too.</p>	
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Programs

- Meetup.com – Kayt did create an account for us; website that people can go to find likeminded folks. i.e. communications / ad in OC; initiative we thought of in the beginning of the year. Post our events to try and get new members to attend.
- Could be a great tool for new members
- However, there's a fee...
- Limited to 50 members is \$10/month; unlimited is \$15/month
- Dan: who would you see managing?
- Programs would upload events; can set it up so they are automatically added.
- \$130 / year....
- Board agreed to go for it.
- Brenda – is there engagement on it? If so – it should be a comms event. Info is funneled from programs and it's copy and paste.
- Delaine – let's add information on membership to add to the page.

YoPro

- Carolyn Kim – emailed Kristin and Dan. Can forward to the board...Kristin spoke at Biola's gala. Made case for education chair on board to strengthen relationship with schools. Could take lead on summit for discussion between practitioners and PR Pros. Strategize ways to engage educators and encourage attendance at events. Coordinate for certificate (like at CSUF) as well. Could see OC as leader in certifying pre-professionals.

Membership

- Good work has shown in membership. We are up 10 net in the year!

- Les – can't find member list; Dan will look at how to find the list.
- David – you can plug in location from national PRSA website. Can search by industry; designation; chapter;
- Maybe add link to this search feature on our website: Emily to send Justine the link and will find a home for the link on the OCPRSA site.

Advocacy / Comms

- James – struggling to find support for committee; we need help
- List of social posts to draft
- Will start board member highlights
- Kristin – send an email to YoPros.
- Get CSUF involved with communications over summer
- Les can help too

APR

- Have 4 doing presentation next Saturday – Robin; Emily and two others; looking strong going into presentation week. Les did a great job teaching. Robin – we can get the APR and be resources for next year.

Succession Planning

- It's not too early to think about succession planning. Brenda has immediate responsibility for this. This means whether you enjoy your role and continue – we want you to identify a few others you might know who might be considered for the board.
- No action needed right now – but think about it.
- If you want another position, who could replace you in your role

	<ul style="list-style-type: none"> • If you want to continue OK too • In next two months we will get this process started. Wanted to create a handoff period. • Dan on board 7 years; Brenda 6 or 7....Patty and Stephanie are killing it! • First quarter has been a success – so testament to passion; hours put it in. We are only as good as the people who make it up. 		
Adjournment	<p>June will be a barbecue dinner at Dan's house.</p> <p>Meeting adjourned at 7:21 p.m.</p>	<p>Dan to send a Doodle to figure out date for BBQ</p> <p>Motion by Brenda S. and Patty seconded.</p>	N/A