



Call to Order: 10:17 a.m.
Adjournment: 11:04 a.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=9) (13 voting members, 6 non-voting attendees):

1. Tanita Antonio
2. Giovanna Castro
3. Barbara Cosio Moreno
4. Kim Coutts
5. Elizabeth Espinosa (non-voting)
6. Richard Freeland (non-voting)
7. Arturo Garcia
8. Ryan Hall
9. Jamie Hampton
10. Mariah Hugo (non-voting)
11. Sarah Lemons
12. Rachel McGuire, MBA, APR
13. Amanda Nelson
14. Hope Reilly
15. Staci Reidinger, APR
16. Emily Roethle (non-voting)
17. Jeanna Vazquez
18. Amber Winans

Absent (3):

1. Megan Pinna (website update presented during Part 2 of Retreat, but included in minutes)
2. Kimberly Prato
3. April Tellez Green

Chapter Administrator: Maggie Padilla (non-voting)



Chapter Treasurer: Jeanna Vazquez

Ethics Officer: Julie Smith-Taylor, APR, (non-voting)

Agenda Item	Discussion	Action	Owner
Call to Order	<ul style="list-style-type: none"> ● Meeting called to order at 10:17 a.m. ● Housekeeping: <ul style="list-style-type: none"> ○ Bios and headshots for the website – we have them all and we’re working on getting them up on the website ● Monthly board meetings will be the second Wednesday of every month from 4-5 p.m. (via Zoom) 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly
New Chapter website	<ul style="list-style-type: none"> ● Megan will send out draft of the new website. Please send feedback to her via email by EOD on Monday, Feb. 8. ● We’d like to include photos of actual members ● Feedback on board page <ul style="list-style-type: none"> ○ Link to short bio for Board members or directly to LinkedIn profiles. Maggie can create bios, if 	<ul style="list-style-type: none"> ● No formal action taken or required 	Megan Pinna



	<p>needed, so we don't incur additional costs with designer.</p> <ul style="list-style-type: none"> ● Barb asked about potential revenue from advertising on the website. Sarah suggested April lead since she is sponsorship chair. Hope recommended waiting until we have a year of Google Analytics and show ROI (more of an 18-month goal) 		
Secretary Updates	<ul style="list-style-type: none"> ● All files hosted on Google Drive, including board roster org chart, minutes, and chapter calendar ● Review current drafts of board roster and sent updates or missing information to Ryan. ● The executive committee recommends using our board meeting minutes as our monthly reports going forward. No objections. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Ryan Hall
Treasurer Updates	<ul style="list-style-type: none"> ● Please submit Check Request Form within 30 days of expense date whenever possible. Jeanna will send to our accountant and bookkeeper Traci; Traci will then cut you a check. ● Jeanna will reach out to each committee regarding your budget this weekend. Please work on your budget between now and our next Saturday. The goal is to get 2021 budget finalized by our Feb. 10 Board meeting. We will vote on the budget at that meeting. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna Vazquez
Diversity and Inclusion Updates	<ul style="list-style-type: none"> ● Board of Directors Listening Tour <ul style="list-style-type: none"> ○ Overview of the Approach <ul style="list-style-type: none"> ■ 15 min interviews conducted between March and July 2020 ■ Info from 19 of 21 board members ■ Asked everyone same 6 Questions ○ Three categories to the report 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jamie Hampton



	<ul style="list-style-type: none"> ■ Things we are doing well ■ Things holding us back ■ Where to begin ○ Includes quotes, it is in our voice and completely anonymous ○ Jamie reviewed some key takeaways and encouraged all to read the report once it is sent out (Hope?) 		
Professional Development Updates	<ul style="list-style-type: none"> ● CAPIO partner event – event will be focused on community relations and dealing with different audiences. <ul style="list-style-type: none"> ○ Scheduled for Feb. 10 ○ Eventbrite is ready to go and will be going out in the next few days. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kim Coutts
Social Media/Newsletter Updates	<ul style="list-style-type: none"> ● Jeana: Sadly, my former boss Diane Lofgren, past chief marketing officer for Sharp HealthCare, has passed away. <ul style="list-style-type: none"> ○ She was an APR and PRSA Fellow and most recently received the Otto Boss lifetime achievement award in 2016. ○ We will be sharing a tribute on PRSA channels. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Tanita Antonio/Hope Reilly/Jeanna Vasquez
Mentorship Program	<ul style="list-style-type: none"> ● Staci – Shout out to the group for development of the mentorship program last year. Great way to reach up and coming PR professionals. Nice pivot. ● Barb – can we talk more about mentorship and how can we continue to serve our mentees going forward? 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly/ALL
Adjourn	<ul style="list-style-type: none"> ● Meeting adjourned at 11:04 a.m. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly



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San Diego/Imperial Counties

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