



**Call to Order: 4:04 p.m.**  
**Adjournment: 4:48 p.m.**

**Led By:** Hope Reilly  
**Secretary:** Ryan Hall

**In Attendance (majority for a quorum=12) (14 voting members, 4 non-voting attendees):**

1. Tanita Antonio
2. Shannon Boffa (non-voting)
3. Giovana Castro
4. Barbara Cosio Moreno
5. Kim Coutts
6. Arturo Garcia
7. Ryan Hall
8. Jamie Hampton
9. Sarah Lemons
10. Rachel McGuire, MBA, APR
11. Amanda Nelson
12. Staci Reidinger, APR
13. Hope Reilly
14. Emily Roethle (non-voting)
15. Julie Taylor (non-voting)
16. April Tellez Green
17. Patrick Thelan (non-voting)
18. Amber Winans

**Absent (4):** Elizabeth Espinosa (non-voting), Mariah Hugo (non-voting), Megan Pinna, Emily Roethle (non-voting), Kimberly Prato, MPA, APR, APR+M

**Chapter Administrator:** Maggie Padilla (non-voting)

**Chapter Treasurer:** Ryan Hall

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



Agenda Item	Discussion	Action	Owner
Call to Order	<ul style="list-style-type: none"> <li>● Meeting called to order at 4:04 p.m.</li> <li>● Website is live. We're still working out some kinks. Congrats to Megan and April for pushing that across the finish line.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Hope Reilly
Approval of September 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> <li>● Ryan Hall moved to approve minutes.</li> <li>● Seconded by Staci Reiding.</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 0 abstain</li> <li>● <b>Motion passes</b></li> </ul>	Ryan Hall
Financial Update	<ul style="list-style-type: none"> <li>● Ryan noted that we are still working with Traci to reconcile our books for September. We received an invoice from a vendor related to the website redesign that we were working to sort out and that caused a bit of a delay.</li> <li>● We should have everything wrapped up in the next day or two. I'll send out the P&amp;L and balance sheet for September.</li> <li>● There weren't any significant expenses in September so we're holding steady.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Ryan Hall
Evan Irving Grant Update	<ul style="list-style-type: none"> <li>● Hope provided an update on the Eva Irving Grant.</li> <li>● She noted that we worked with PRSA National Foundation to notify two winners. We paid directly for their registration (nothing out of pocket). Full participants in ICON right now. Thanks to everyone for helping get the word out</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Hope Reilly
PRSA National By-Laws Amendment proposals (VOTE)	<ul style="list-style-type: none"> <li>● Hope walked the Board through three proposed amendments to PRSA National bylaws and the group voted on each. The Chapters vote will inform how Hope, April and Ryan vote on each proposed amendment at 2021 Leadership Assembly.</li> <li>● The Board voted in favor of each amendment:</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 0 abstain</li> <li>● <b>Motion passes</b></li> </ul>	Hope Reilly



	<ul style="list-style-type: none"> <li>○ <b>Amendment #1: Proposal #21-01, Article IV, Section 10 (Notices)</b> – Adding specific noticing requirements for officer nominations and by-laws amendments.             <ul style="list-style-type: none"> <li>■ Barb Cosio Moreno moved for Chapter to vote in favor or amendment</li> <li>■ Kim Coutts seconded</li> <li>■ 0 opposed; 0 abstained; Motion passes</li> </ul> </li> <li>○ <b>Amendment #2: Proposal #21-02, Article IV, Section 3 (Director Eligibility)</b> – Altering the requirements for District Director and At-Large Director candidates to remove requirement of being an APR, previous PRSA leadership, and a specific number of years of experience             <ul style="list-style-type: none"> <li>■ Sarah Lemons moved for Chapter to vote in favor amendment</li> <li>■ April Tellez Green seconded</li> <li>■ 0 opposed; 0 abstained; Motion passes</li> </ul> </li> <li>○ <b>Amendment #3: Proposal #21-01, Article V, Section 3 (Officer Eligibility)</b> – Altering the requirements for Board Officer candidates to remove requirement of being an APR, previous PRSA leadership, and a specific number of years of experience             <ul style="list-style-type: none"> <li>■ Staci Reidinger moved for Chapter to vote in favor amendment</li> <li>■ Sarah Lemons seconded</li> <li>■ 0 opposed; 0 abstained; Motion passes</li> </ul> </li> </ul>		
<p>Bernays Event Budget/Food options (VOTE)</p>	<ul style="list-style-type: none"> <li>● The Bernays committee requested to increase the budget by an additional \$2,000 to include food at the Bernays event in November. This would include apps and light desserts (the current budget just covered drinks). They noted they were working with The Nat’s list of approved vendors and that the</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 0 abstain</li> <li>● <b>Motion passes</b></li> </ul>	<p>Amber Winans, Giovanna Castro, Amanda Nelson</p>

	<p>\$2,000 price point was based on using the most affordable and approved caterer.</p> <ul style="list-style-type: none"> <li>○ Sarah said offering food would help make it a great event and that it would be appreciated by those coming based on the time of day. Staci agreed.</li> <li>○ April said that serving food is the right thing to do if we're serving alcohol.</li> <li>○ April Tellez Green moved to approve the request for the additional budget to serve food at the Bernays event.</li> <li>○ Seconded by Barb Cosio Moreno.</li> <li>● Other Updates             <ul style="list-style-type: none"> <li>○ Sarah noted that there were 72 entries this year. We had a total of 75 last year and a significant amount were at the late fee deadline, so people paid more for their entries.</li> <li>○ The committee noted that we are moving forward with the same trophy vendor as last year. They will be keeping our pricing the same. We will pick up the trophies (and therefore won't be paying them to ship them).</li> </ul> </li> </ul>		
<p>Professional Development Update</p>	<ul style="list-style-type: none"> <li>● Kim provided an update on planning for a media panel event, which will be our Chapter's final PD session of the year. She noted that the committee had identified speakers and that invites had gone out.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Kim Coutts</p>
<p>2022 Board of Directors Nominating Committee</p>	<ul style="list-style-type: none"> <li>● April provided an update on the 2022 Board of Directors slate. She noted the nominating committee was meeting on Oct. 18 to review candidates. We received 13 candidates and have six roles to fill. She said they were looking at everyone based on open positions and specific skill sets to identify the best candidate for each role.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>April Tellez Green</p>



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Adjourn	<ul style="list-style-type: none"><li>● Staci notified the Board that she was giving a presentation on Tuesday at ICON. The session is called “Taking a Stand: Evolving PR Roles as Activists, Allies and Cause Champions.”</li><li>● Meeting adjourned at 4:48 p.m.</li></ul>	<ul style="list-style-type: none"><li>● No formal action taken or required</li></ul>	Hope Reilly
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