



Call to Order: 4:02 p.m.
Adjournment: 4:54 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=12) (15 voting members, 5 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. Mariah Hugo (non-voting)
10. Sarah Lemons
11. Amanda Nelson
12. Megan Pinna
13. Kimberly Prato, MPA, APR, APR+M
14. Staci Reidinger, APR
15. Hope Reilly
16. Emily Roethle (non-voting)
17. Julie Taylor (non-voting)
18. April Tellez Green
19. Patrick Thelan (non-voting)
20. Amber Winans

Absent (2): Elizabeth Espinoza (non-voting), Rachel McGuire, MBA, APR

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"> Meeting called to order at 4:02 p.m. 	<ul style="list-style-type: none"> No formal action taken or required 	Hope Reilly
Approval of October 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> Ryan Hall moved to approve minutes. Seconded by Sarah Lemons. 	<ul style="list-style-type: none"> Motion Made 0 oppose 1 abstain Motion passes 	Ryan Hall
Financial Update	<ul style="list-style-type: none"> Ryan noted that the Chapter has several expenses hitting the books this month for our Bernays event, and that we're working through those. Much of the relevant expenses started coming in in October. Once all relevant expenses are paid and we have our final ticket sale numbers, we'll update everyone on where we stand budget-wise for the year. 	<ul style="list-style-type: none"> No formal action taken or required 	Ryan Hall
Leadership Assembly Recap	<ul style="list-style-type: none"> Hope provided an update on the three proposed National Bylaw amendments that were voted on at PRSA Leadership Assembly in October: <ul style="list-style-type: none"> Amendment #1: Proposal #21-01, Article IV, Section 10 (Notices) – passed Amendment #2: Proposal #21-02, Article IV, Section 3 (Director Eligibility) – failed (required 2/3rd vote and came up short) Amendment #3: Proposal #21-01, Article V, Section 3 (Officer Eligibility) – failed (required 2/3rd vote and came up short) 	<ul style="list-style-type: none"> No formal action taken or required 	Hope Reilly/April Tellez Green/Ryan Hall



<p>2022 Board Slate Update</p>	<ul style="list-style-type: none"> ● April provided an update on the 2022 Board of Directors and that members were notified of the proposed slate. ● She noted that a vote of 25% of the current chapter membership was needed for approval of the Board (which is a total of 53 votes). She asked the Board to encourage all colleagues who are members to vote. <ul style="list-style-type: none"> ○ Jamie expressed that she was struggling with approving the proposed slate based on how they were presented (a list of names). She asked for more details on how they were selected and why we are recommending them for the Board. ○ Hope noted that the nominating committee puts forward a collective recommendation slate and that the chapter votes on the slate collectively vs. voting for individuals. This is in our bylaws and would likely require a multi-year process and consultation with a lawyer to make that change to the bylaws. ○ Arturo asked if we could share the number of votes needed (and potential gap) with members to encourage them to vote. ○ Barb asked how many people applied to serve on the Board. ○ Amanda asked if the nominating committee could share the applications of those who applied. ○ April shared additional details on applicants and why they applied with the Board via email following the meeting. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>April Tellez Green</p>
<p>Bernays Awards Event Update</p>	<ul style="list-style-type: none"> ● The Bernays committee provided an update on the planning of their event, including: <ul style="list-style-type: none"> ○ This is the Chapter’s first in-person event since Dec. 2019. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Amber Winans/Giovanna Castro/Amanda Nelson/Emily Roethle</p>

	<ul style="list-style-type: none"> ○ Please purchase your tickets if you have not done so. We have about 60 tickets remaining (and have capacity for 100 or more). ○ The trophies are ready. Sarah is picking them up in Orange County tomorrow. Award winners can pick them up at the event. ○ We will be rolling out the virtual ceremony across social on Nov. 18. We'll present the Special Awards and Student Bernays awards onsite at the event. ○ If you have not shared details about the event on your social media accounts, please do so. We want to sell the event out, as it is our biggest driver of revenue. 		
<p>Options for honoring Greg Block</p>	<ul style="list-style-type: none"> ● The Board discussed options for honoring Greg Block, long-time PR pro at SDSU and a member of Mayor Kevin Falconer's administration who passed away from cancer. ● The Board agreed to pursue the following ideas: <ul style="list-style-type: none"> ○ Honor Greg at the Bernays ceremony, and potentially invite his wife Rachel to the event ○ Financial contribution to his scholarship fund - the Board agreed to revisit this after Bernays to make sure it works financially ○ Blog/social media post on the PRSA SD/IC channels 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>All</p>
<p>Professional Development Update</p>	<ul style="list-style-type: none"> ● The committee provided an update on the final PD event of the year: Meet the Media: Get Pitch Tips and Feedback from Leading Local Journalists. <ul style="list-style-type: none"> ○ Lunch and Learn event on Dec. 2 at noon ○ Panelists include: <ul style="list-style-type: none"> ■ Associated Press reporter Julie Watson ■ San Diego Union-Tribune biotech reporter Jonathan Wosen ■ The Filipino Press publisher Susan Delos Santos 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Barbara Cosio Moreno/Arturo Garcia</p>

	<ul style="list-style-type: none">■ KPBS news editor Gina Diamante.		
Adjourn	<ul style="list-style-type: none">● Meeting adjourned at 4:54 p.m.	<ul style="list-style-type: none">● No formal action taken or required	Hope Reilly