



Call to Order: 4:03 p.m. Adjournment: 4:58 p.m.	Led By: Hope Reilly Secretary: Ryan Hall
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<p>In Attendance (majority for a quorum=12) (11 voting members, 4 non-voting attendees):</p> <ol style="list-style-type: none"> 1. Tanita Antonio 2. Shannon Boffa (non-voting) 3. Giovana Castro 4. Barbara Cosio Moreno 5. Arturo Garcia 6. Ryan Hall 7. Mariah Hugo (non-voting) 8. Sarah Lemons 9. Rachel McGuire, MBA, APR 10. Amanda Nelson 11. Kimberly Prato, MPA, APR, APR+M 12. Hope Reilly 13. Emily Roethle (non-voting) 14. Julie Taylor (non-voting) 15. April Tellez Green <p>Absent (7): Kim Coutts, Elizabeth Espinosa (non-voting), Jamie Hampton, Megan Pinna, Staci Reidinger, APR, Patrick Thelan (non-voting), Amber Winans</p> <p>Chapter Administrator: Maggie Padilla (non-voting) Chapter Treasurer: Ryan Hall Ethics Officer: Julie Smith-Taylor, APR, (non-voting)</p>
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Agenda Item	Discussion	Action	Owner
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Call to Order	<ul style="list-style-type: none"> ● Meeting called to order at 4:03 p.m. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly
Approval of November 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> ● Ryan Hall moved to approve minutes. ● Seconded by Barbara Cosio Moreno. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	Ryan Hall
Financial Update	<ul style="list-style-type: none"> ● Ryan noted that the Chapter has been working to reconcile all income and expenses from Bernays. ● Overall, we made about \$1,200 less than we planned for. Most of that can be attributed to entry fees. We had planned for \$8,000 but brought in just under \$4,000. ● We sold \$6,000 in sponsorships, which was three times as much as we planned for, so that helped account for much of the gap with entry fees. ● As of today, we're at a budget deficit of \$10,297.62, which is roughly where we've been operating all year. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Ryan Hall
Board Transition Update	<ul style="list-style-type: none"> ● April noted that the transition was going well and thanked the committees for reaching out to new members via email. ● She had received 14 responses on the survey sent out for scheduling the January Retreat and monthly board meetings. She asked that everyone complete the survey by Dec. 15. ● April noted that 100% of respondents said they are comfortable meeting in person for Board Retreat (it was later decided to shift to a virtual event due to the Omicron variant and rising COVID-19 cases). ● She asked that Board members save things to the Google Drive by the end of the year to help with the transition and new members coming onboard. 	<ul style="list-style-type: none"> ● No formal action taken or required 	April Tellez Green



<p>Bernays Awards Event Update</p>	<ul style="list-style-type: none"> ● The Bernays committee provided an update on the Bernays event, held on Nov. 18: <ul style="list-style-type: none"> ○ The event went very well overall, and we received very positive feedback as a chapter. ○ We sold 83 tickets with net sales of just under \$3,200, which was less than we planned for ● The Board then discussed the process for selecting Special Award winners based on questions from current Board members. <ul style="list-style-type: none"> ○ Sarah Lemons walked through her PRSA SD/IC Bernays Special Awards Overview document. ● Sarah recommended that the incoming Board discuss changing criteria for the Awards before the Call-For-Entries go out next year. She stressed that the Board does not select the Special Award winners and that it's more ethical to have an independent committee select the winners. This helps avoid any bias or favoritism. ● Amanda said she was disappointed in the number of entries received for these awards. For the DEI award, specifically, two of the entries were people of color and a white woman won. <ul style="list-style-type: none"> ○ Sarah encouraged Amanda to continue the conversation next year. She noted that the committee went back and forth on whether the award should be limited to people of color. ○ Hope suggested we ask Janedra to help us work through challenges like this. ● Arturo asked what the process would be for updating the process and award criteria. <ul style="list-style-type: none"> ○ The Board agreed to use Sarah's documents as a guide for recommending changes in 2022. ○ Giovanna recommended focusing on these changes early in the year (January/February). 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Amber Winans/Giovanna Castro/Amanda Nelson/Emily Roethle</p>
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Professional Development Update	<ul style="list-style-type: none"> • The committee provided an update on the Meet the Media event, held on Dec. 2. • Barb noted that it was well attended and recommended that we do a media panel event each year. She congratulated Kim Coutts for putting on a great event. 	<ul style="list-style-type: none"> • No formal action taken or required 	Barbara Cosio Moreno/Arturo Garcia
Marketing & Digital Communications Update	<ul style="list-style-type: none"> • Tanita noted that Megan is getting married, so she would be covering the newsletter this week and next week. She was planning to include details on Bernays trophy reordering and the recording of the Meet the Media event. • She said she would be putting together a memo to outline a couple of missed opportunities in promoting the Bernays event. She said we need to be promoting the event sooner and had some recommendations for how the Bernays committee can better work with digital communications. 	<ul style="list-style-type: none"> • No formal action taken or required 	Tanita Antonio
Membership Update	<ul style="list-style-type: none"> • Rachel and Mariah thanked everyone who has participated as a mentor in the mentorship program. They noted that they decided to pause the mentorship programming this month to encourage people to attend the PD event and will be picking programming back up next year. • Rachel mentioned that the committee usually does an annual membership survey, but that one was not done in 2021 based on year the other surveys going out for different things (ethics, PD). • The committee just brought on a volunteer to help out with membership and mentorship programs. 	<ul style="list-style-type: none"> • No formal action taken or required 	Rachel McGuire, Mariah Hugo
Accreditation Update	<ul style="list-style-type: none"> • Kim said she was pleased that her nomination for Patrick Thelan went through, and that he'll do great job as the APR chair in 2022. • She noted she will be doing National APR bootcamps through 2022. 	<ul style="list-style-type: none"> • No formal action taken or required 	Kimberly Prato

Ethics Update	<ul style="list-style-type: none"> ● Julie noted she is continuing to participate in calls with National Ethics Committee, and that there are resources we can tap into and share with our Chapter. ● She said she is planning to focus on mal-information and misinformation more in 2022, as people need to know how important it is to know and understand their sources. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Julie Smith-Taylor
Adjourn	<ul style="list-style-type: none"> ● Meeting adjourned at 4:58 p.m. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly