

Call to Order: 4:02 p.m.
Adjournment: 5:01 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=11) (17 voting members, 3 non-voting attendees):

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

Absent (1):

1. Jamie Hampton

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 4:02 p.m. ● Housekeeping: <ul style="list-style-type: none"> ○ Richard has stepped down from his Digital + Marketing Communications role. We will be working to fill his position; please let us know if you know of any good candidates who might be interested. ○ If you have anything you want added to the meeting agendas, email Hope and Ryan so we can include it. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly
SDSU PRSSA Representatives Introduction/Discussion	<ul style="list-style-type: none"> ● Hongmei – I served on PRSA board from 2012-13 in a number of capacities, then served on national board on multiple committees. ● Temple – Our success depends on partnerships with individuals and organizations like PRSA. We appreciate all the ways PRSA has helped out our students over the years. ● Amazing things are happening with students despite the pandemic. <ul style="list-style-type: none"> ○ We teach them how to develop critical thinking skills, writing, experience with programs like Adobe. ○ We really encourage students to get involved with PRSSA, as it is their first network. ● There are many ways to give and support PRSSA: internships, time, volunteering, guest lecturing. ● April asked if PRSSA would send a list of their current board? <ul style="list-style-type: none"> ○ There is an upcoming election in April, a new board will take over then. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hongmei Shen/ Temple Northup

Approval of January 2021 meeting minutes	<ul style="list-style-type: none"> ● Ryan Hall moved to approve minutes ● Seconded by Jeanna Vazquez 	<ul style="list-style-type: none"> ● 0 oppose ● 0 abstain ● Motion passes 	Ryan Hall
Budget Update	<ul style="list-style-type: none"> ● Jeanna – thanks to the committees that were able to get your budgets in on time. <ul style="list-style-type: none"> ○ We do want to approve the budgets that each committee wants, but we may need to make some changes to get a balanced budget. ○ We anticipate going into a deficit this year. ● Hope – we will vote on the budget in our meeting next month. <ul style="list-style-type: none"> ○ In the meantime, if you want to move forward with an event or any other initiative, write up key considerations (timing, needs, costs) and send to your committee liaison and copy Hope. You can move forward if there are no costs involved. Maggie can help review any Eventbrite page setups. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna Vazquez/Hope Reilly
Chapter Manager Contract	<ul style="list-style-type: none"> ● Traditionally we have voted on a new contract for our chapter manager every year. It comes up for renewal in February. ● Maggie's contract for this year will be very close to last year, but she requested an increase to her hourly rate. <ul style="list-style-type: none"> ○ Since we don't have all the budgets in, we don't feel we're in a place to vote on that yet. ○ We'll likely need to vote on this electronically via Slack once budgets are finalized. We'll send an update via email. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly



Bernays Awards Updates	<ul style="list-style-type: none"> ● Planning for our approach and the format of this year's ceremony <ul style="list-style-type: none"> ○ Our recommendation is to do a virtual event again this year, likely in early November. ○ Should an in-person event make sense, we'd like to do an after party outside. This would also be in November (before Thanksgiving). ○ We'd like to survey our members in August and then decide on whether an in-person event makes sense. ○ There would be a \$10-15 charge to attend the virtual event. We would also charge a small fee for the in-person after party. ● Event platform <ul style="list-style-type: none"> ○ We're looking into using Remo, which has two options for hosting a one-time event. ○ Plans and pricing are available at: https://remo.co/conference-pricing/ ● Sister Judging <ul style="list-style-type: none"> ○ We're paired with the PRSA South Carolina Chapter. ○ Judging will take place between Feb. 20 and March 12. ○ If you're interested in judging, please reach out to Giovanna. ○ Judging will take place for our chapter the month of September. We think the Ohio Chapter will be judging our entries. ● Feedback on the 2020 virtual Bernays ceremony <ul style="list-style-type: none"> ○ Jeanna – I like the option, especially if we can't do in-person. ○ Staci – make sure sponsors know they'd be mentioned at both events, will help encourage sponsorships. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Amber Winans/Giovanna Castro/Amanda Nelson
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	<ul style="list-style-type: none"> ○ Barb – I like how we announced the Special Awards at the holiday mixer last year. 		
Professional Development Update	<ul style="list-style-type: none"> ● Today's CAPIO partner event: Developing Multi-Agency Programs and Reaching Diverse Communities <ul style="list-style-type: none"> ○ Panelists included representatives from NV5, City of Carlsbad, Padre Dam ○ Much of the strategy focused on pre-COVID tactics, but safe outreach was highlighted. ○ Number of attendees <ul style="list-style-type: none"> ■ Hope – 55 people on at one point ■ Sarah – we sold 17 tickets through Eventbrite ■ Rachel – I will work with CAPIO to get the exact number. People register and then listen later. ● Planning <ul style="list-style-type: none"> ○ Our goal is to come up with at least six events this year, including today's webinar. We're focusing on topics/discussions on things we can use, and prioritizing diversity and inclusion. ○ Kim is working on an event for March. ● Survey <ul style="list-style-type: none"> ○ We'd like to survey members and non-members via LinkedIn to learn what they'd like to see with our PD events. ○ Arturo is drafting the questions and will send to Jeanna for review. ○ We can send it out via our newsletter and promote on social. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Kim Coutts/Barb Cosio Moreno/Arturo Garcia</p>



Other Committee Updates	<ul style="list-style-type: none"> ● Social media – Tanita Antonio <ul style="list-style-type: none"> ○ Tanita is creating a Google Sheet for the board to use to develop posts on the PRSA Chapter social media channels. She will post links to posts on the main channels in Slack. ○ If you have content or good articles to share on social, send to Tanita. ● APR – Kimberly Prato <ul style="list-style-type: none"> ○ We're scheduling three virtual APR Bootcamps this year in partnership with national. <ul style="list-style-type: none"> ■ Feb. 24-26 ■ April 28-30 ■ Nov. 10-12 ○ More details are available here: https://apps.prsa.org/Learning/Calendar/display/5014/APR_Virtual_Boot_Camp#.YDKnCxNKhZ0 ○ We use Remo for our virtual panels. ○ Kim would like to bring back to stipend for the board, so we can get compensated for pursuing our APR. ● Website – Megan Pinna <ul style="list-style-type: none"> ○ Thanks for all of the feedback on the new website. Send any additional comments to me and I will send all feedback to Kate. She is implementing our suggestions. ● Sponsorship Outreach – April Tellez Green <ul style="list-style-type: none"> ○ I am working to create a sponsorship toolkit with an email template that you can use for your own outreach. Keep April looped in on all sponsorship-related outreach. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly/Tanita Antonio/ Kimberly Prato/Megan Pinna/ April Tellez Green
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Adjourn	<ul style="list-style-type: none">• Meeting adjourned at 5:01 p.m.	<ul style="list-style-type: none">• No formal action taken or required	Hope Reilly
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