



**Call to Order: 4:04 p.m.**  
**Adjournment: 4:46 p.m.**

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

**In Attendance (majority for a quorum=12) (16 voting members, 2 non-voting attendees):**

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

**Absent (3):** Tanita Antonio, Elizabeth Espinosa (non-voting), Amber Winans

**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"> <li>● Meeting called to order at 4:04 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Hope Reilly
Approval of February 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> <li>● Ryan Hall moved to approve minutes.</li> <li>● Seconded by Barbara Cosio Moreno.</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 1 abstain</li> <li>● <b>Motion passes</b></li> </ul>	Ryan Hall
2021 Budget Approval (VOTE)	<ul style="list-style-type: none"> <li>● Jeanna –The Executive Committee went through the budget line-by-line to work to get the final deficit to under \$10k (it started around \$12k). We have funds in reserve to cover the deficit. Other factors and considerations:               <ul style="list-style-type: none"> <li>○ The chapter is investing in significant initiatives this year, including the website and hiring an EDI consultant.</li> <li>○ Speaker fees are usually \$500 and typically not used. We dropped them to \$250 across the board.</li> <li>○ Membership and Bernays committees working together on one holiday event again this year to save on costs.</li> <li>○ We need to make sure all expenses hit the books this year to ensure the deficit doesn't carry over into 2022.</li> </ul> </li> <li>● Hope – We are being extra conservative with our estimates. The Chapter has rebuilt its reserves and we don't want to change that trajectory.               <ul style="list-style-type: none"> <li>○ EDI initiatives are a key priority for Chapter based on feedback from the board. We heard you loud and clear.</li> <li>○ One of the biggest new line items is for the EDI consultant. We've allocated \$3,000 for strategic planning and implementation.</li> </ul> </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>	Jeanna Vazquez/Hope Reilly

	<ul style="list-style-type: none"> <li>▪ This effort will start now, but carry over the 2022 Bard. That is a \$5,000 fee, but \$3,000 will hit this year.</li> <li>▪ We will review the proposal and decide on the final scope at a later date.</li> <li>● Staci made a comment about the importance of bringing on sponsorships.</li> <li>● Barb asked about the job board and advertising. Megan noted we are considering a resource directory where members can pay to be featured on the website.</li> <li>● Jeanna Vazquez moved to approve the 2021 budget.</li> <li>● Seconded by Sarah Lemons.</li> </ul>		
<p>Approval of Chapter Manager Contract (VOTE)</p>	<ul style="list-style-type: none"> <li>● Hope updated the board on changes to Maggie’s contract for this year, including updating to reflect her regular tasks in our current virtual environment.</li> <li>● She noted we gave Maggie a raise based on cost of living and her past performance. It came out to about 8% or \$1.25 per hour (Maggie was grateful).</li> <li>● Staci Reidinger moved to approve the Chapter Manager contract for 2021.</li> <li>● Seconded by Kimberly Prato.</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>Hope Reilly</p>
<p>Marketing &amp; Digital Communications Updates</p>	<ul style="list-style-type: none"> <li>● Megan – Tanita created a social media best practices document. We’ve also launched request forms for social media posts and newsletter updates. Please use these instead of sending requests via email going forward.</li> <li>● We’re working with Kate on a timeline to launch the new website. Our plan is to highlight the job board, resource directory and new look and feel, as part of a “Spring into the New” launch campaign. We’ll have more details once we confirm the timeline.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Megan Pinna</p>

<p>Sponsorship Update</p>	<ul style="list-style-type: none"> <li>• April provided an update on the new deck created for outreach to potential sponsors and asked the board for feedback.</li> <li>• She noted that we have budgeted around \$11,000 to bring into the chapter, so we're hoping this asset will help us put our best foot forward and increase sponsors.</li> <li>• Copy April on all outreach efforts so she knows who were reaching out to and can keep record of it.</li> <li>• Staci asked if we could compile a list of previous sponsors and put it on the Google Drive. April is reviewing files and compiling an update.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required</li> </ul>	<p>April Tellez Green</p>
<p>Community Relations Update</p>	<ul style="list-style-type: none"> <li>• This year's Quality Time with PR Minds event is scheduled for Thursday, April 15 from 5:30 to 7:30 p.m. It will be held via Zoom.</li> <li>• We are currently working to finalize the Eventbrite, website and social media details.</li> <li>• We're hoping to get as many participants as we had in 2020, so please sign up.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required</li> </ul>	<p>Staci Reidinger</p>
<p>Professional Development Updates</p>	<ul style="list-style-type: none"> <li>• Kim – Our next event is scheduled for March 25 from 5-6 p.m. and will focus on relaxation, mental health and selfcare, and recharging your creativity. Ticket prices are really low. No sponsors yet.</li> <li>• Barb – We're planning to do a lunch and learn on Friday, April 28 focused on the creative economy in San Diego. Pre-COVID, creatives generated \$11 million for the City of San Diego, so we're trying to raise awareness.</li> <li>• Arturo – Our professional development listening survey is ready to go out. I'll email everyone with approved copy to post on LinkedIn; will also submit to request forms for newsletter and social.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required</li> </ul>	<p>Kim Coutts/ Barbara Cosio Moreno/Arturo Garcia</p>



<p>Diversity and Inclusion Updates</p>	<ul style="list-style-type: none"> <li>● We have our first diversity committee meeting on March 18. We are currently recruiting for our advisory committee. So far, eight participants have volunteered.</li> <li>● I need introductions to professionals, particularly from Imperial County. Any connections you can send my way would be appreciated.             <ul style="list-style-type: none"> <li>○ Jeanna noted that Bill Gay and Elizabeth Espinosa are in Imperial County.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Jamie Hampton</p>
<p>APR Update</p>	<ul style="list-style-type: none"> <li>● The APR program is full steam ahead with all candidates for 2021.</li> <li>● The deadline for the next APR Bootcamp is March 31. Reach out to Kim if interested. The next one is in November.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Kimberly Prato</p>
<p>Adjourn</p>	<ul style="list-style-type: none"> <li>● Meeting adjourned at 4:46 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Hope Reilly</p>