



Call to Order: 4:05 p.m.
Adjournment: 4:56 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=11) (15 voting members, 2 non-voting attendees):

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

Absent (4): Kim Coutts, Jamie Hampton, Amanda Nelson, Emily Roethle (non-voting)

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 4:05 p.m. ● Hope Reilly introduced new Associate Board Member for Digital Communications, Shannon Boffa. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly
Approval of March 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> ● Ryan Hall moved to approve minutes. ● Seconded by Staci Reidinger. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	Ryan Hall
Financial Update	<ul style="list-style-type: none"> ● Jeanna asked if there were questions on the March P&L that was sent out (there were none). ● She noted that the Chapter’s taxes have been filed. ● She provided an update on the Chapter’s balance sheet, which shows how much money is in the bank and how much debt we have. We do not have any debts currently. We will start sharing those quarterly moving forward. ● She recognized Staci and Barb for the recent sponsorships they secured. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna Vazquez
Chapter Calendar	<ul style="list-style-type: none"> ● Ryan reminded everyone that we have a Chapter calendar on the Google Drive, which lists our events, Board meetings and other important dates for the year. This serves as our master calendar. ● As your committees continue to plan out events for the rest of the year, please refer to this when looking at potential dates. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Ryan Hall

<p>Marketing & Digital Communications Updates</p>	<ul style="list-style-type: none"> ● Megan – Kate is working on the data transfer for the website. Transferring should be done in 48 hours and then we should have a staging link for review. We'll share when ready. We're expecting to launch soon. 'Spring into the New' is the theme. ● Tanita – We'll start doing promo for new site when we have staging. We'll do a full push for the launch. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Megan Pinna/Tanita Antonio</p>
<p>Sponsorship Update</p>	<ul style="list-style-type: none"> ● April – Thanks again to Staci and Barb for securing two new sponsorships for their events. ● Sponsorship benefit fulfillment is a collaborative responsibility shared by the entire board. The board member reaching out to an organization should remain their main point of contact throughout the entire process to avoid confusion and make sponsorship of our Chapter as seamless as possible. ● If you're interested in conducting outreach, she can share information and tools with you. She is currently working with Hope on a letter for sponsorship outreach. We also have our sponsorship deck in PDF format with great graphics and visuals to help support our outreach. Additionally, April has created a spreadsheet to track all of our outreach efforts. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>April Tellez Green</p>
<p>Community Relations Update</p>	<ul style="list-style-type: none"> ● Details for tomorrow's Quality Time with PR Minds event went out today. ● We currently have 20 PR pros and 20 non-profits signed up. Pairings will be one-on-one. PR pros and non-profits will have more time together this year – about an hour and a half. ● If anyone can take screenshots, or post to our chapter channels, that will be great. Take a photo in your breakout room with your non-profit and have each party share on their channels. Please use the hashtag #PRMinds. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Staci Reidinger</p>



	<ul style="list-style-type: none"> ● Speakers <ul style="list-style-type: none"> ○ Keynote Speaker – Julie Wright, president and founder of (W)right on Communications will share PR tips for nonprofits. ○ Guest Speaker – Luis Cruz, community and public relations director at The San Diego Union-Tribune, will share media relations best practices and how to garner earned and paid media coverage. 		
<p>Professional Development Updates</p>	<ul style="list-style-type: none"> ● Barb – Our lunch and learn event on San Diego’s Creative Economy is next Friday, April 23. Thanks to all who have helped out with it. We really need to start promoting this after the QT event tomorrow night. We’ve only sold five tickets so far. <ul style="list-style-type: none"> ○ We’re committed to bringing on sponsors to make the events as affordable as possible. ○ SD Regional EDC is the event sponsor. They commissioned the study. ○ We will be recording the event and Arturo has volunteered to live tweet it. ● Arturo – For our May event, we’re looking at having Jamie talk about our EDI listening report. We’re partnering with representatives from Puzzle Pieces Marketing and trying to get someone from San Diego Association of Black Journalists to participate as well. <ul style="list-style-type: none"> ○ It will be Thursday, May 20 at 6 p.m. ○ We’re currently conducting sponsorship outreach ● PD Survey <ul style="list-style-type: none"> ○ We currently have about 20 responses. I think we can stop running it and look at the top results. Top 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Barbara Cosio Moreno/Arturo Garcia</p>



	<p>response was hearing from people with a lot of knowledge.</p> <ul style="list-style-type: none"> ● We're also working on a "Communicating with Pride" event for July. 		
Diversity and Inclusion Updates	<ul style="list-style-type: none"> ● We've done two brainstorms as a group to look at: <ul style="list-style-type: none"> ○ Who was missing from the advisory group ○ What do we want to see from this ● We'd like to have an action item, such as a written statement or some sort of agreement from the Board on how we'll implement recommendations from the advisory committee. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Arturo Garcia
APR Update	<ul style="list-style-type: none"> ● April is APR Month. We've been doing bootcamps and working to get the word out on social. ● The next bootcamp is April 28. I hope to see some of you join me. Let me know if you'd like to check it out (and not go for the full three days; I can facilitate that). ● Thanks so much for our team that put out the information. Nice to see national retweet our information. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kimberly Prato
Bernays Update	<ul style="list-style-type: none"> ● We are finalizing our re-orders for the 2020 Bernays trophies. Emily is coordinating with vendor. ● We are planning our Bernays event to be a joint event with the annual holiday mixer. Everything will be announced online. We're in the early stages of planning, and coordinating with membership. ● We're working on a timeline with everything that needs to happen leading up to judging, including a theme. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Amber Winans
Membership Update	<ul style="list-style-type: none"> ● We are currently holding strong at 204 members. No major fluctuations in the last couple of months. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Rachel McGuire



	<ul style="list-style-type: none"> • Membership infographic flyer to support sponsorship and other outreach is in design and nearly complete. Hoping to send it for review within the next couple of days. • Mentorship survey set to go out soon. Looking at how we can make it better for this year’s program. • Membership survey update is in the works. Given the programming survey we deployed recently and the ethics survey in the works, we recommend waiting to send this out until at least early June. We will provide to you for review. 		
Ethics Update	<ul style="list-style-type: none"> • We are creating a benchmark survey to understand our collective awareness level with ethics. It will be going out very soon. • I’m also working on some blogs to go out in the next couple of months. • September is national ethics awareness month. We’ll be looking to do an online event with a panel of experts. • We recently lost Bobby Christensen in March. We’re working to create a bio and summary for her contributions to our Chapter and industry. Will be submitting it to run in this week’s newsletter. 	<ul style="list-style-type: none"> • No formal action taken or required 	Julie Taylor
Adjourn	<ul style="list-style-type: none"> • Meeting adjourned at 4:56 p.m. 	<ul style="list-style-type: none"> • No formal action taken or required 	Hope Reilly