



Call to Order: 4:02 p.m.
Adjournment: 5:06 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=11) (14 voting members, 2 non-voting attendees):

1. Tanita Antonio
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. Amanda Nelson
10. Megan Pinna
11. Kimberly Prato
12. Hope Reilly
13. Staci Reidinger, APR
14. Emily Roethle (non-voting)
15. Jeanna Vazquez
16. Amber Winans

Absent (5): Giovanna Castro; Elizabeth Espinosa (non-voting); Rachel McGuire, MBA, APR; Julie Taylor; April Tellez Green

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. ● Ryan reminded the group about the Chapter calendar on the Google Drive, which lists events, Board meetings and other important dates for the year. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly
Approval of April 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 ● 1 abstain ● Motion passes 	Ryan Hall
Financial Update	<ul style="list-style-type: none"> ● Jeanna noted that we are still waiting on the May P&L from our accountant. ● She noted that we budgeted for a \$9,000 deficit this year, and we are currently at a \$8,000 profit. We're still within budget based on our projections. ● Our taxes have been filed. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna Vazquez
Membership Update	<ul style="list-style-type: none"> ● Mariah said results are still coming in for the mentorship survey. She noted that overall, there was good feedback on the program and several suggestions for ways to continue to improve it. ● We are currently holding steady at 206 members. ● A draft of the new membership flyer was sent to the executive committee for review and approval. Once edits are received, it will be finalized and ready to use. ● Rachel is working with the Bernays team on coordinating the volunteer appreciation event in conjunction with our Bernays ceremony this year. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Rachel McGuire/Mariah Hugo

EDI Consultant	<ul style="list-style-type: none">● Jamie engaged the group for their input on how to engage the D&I consultant.<ul style="list-style-type: none">○ Janedra Sykes runs The Alboreta Group, a small business dedicated to D&I consulting for companies and small boards.○ She is a former PR professional and is invested in the success of PRSA because she has worked in the profession.○ Janedra is working on continuing education for her career and has to do work in the community. Her consulting with our Board would count toward this.○ She gave us a 50% discount on her typical fee.○ We'd like to put half of the fee (\$2,500) into this year's budget and the other half next year.● Scope<ul style="list-style-type: none">○ We'd like to develop and complete a simple, actionable D&I plan with SMART goals, milestones and benchmarks. The plan is one of the most critical things we need to create based on the listening session with our Board.○ Janedra is open to how she works with partners, but our engagement will require additional time from the Board. Here are some options we've considered:<ul style="list-style-type: none">▪ We're looking at adding time to our existing Board meetings. Janedra recommends an additional half hour to an hour every Board meeting starting in July.▪ We could also do quarterly retreats, where we meet once a quarter for 2-3 hours or an additional hour every other Board meeting.○ There is a reading, self-reflection and homework we'll need to do in between each session, as well.	<ul style="list-style-type: none">● No formal action taken or required	Jamie Hampton
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	<ul style="list-style-type: none"> ● Questions <ul style="list-style-type: none"> ○ Barb asked how this engagement will impact the Board vs. each of us as individuals, and if we can open this up to more people. ○ Staci asked if we knew how much time would be required for the homework. ○ Amanda asked about the terms of the current Board and how far we are into them. ● Hope reiterated that we just need to get an initial consensus on how we will convene for this effort, and that Janedra needs to know how we'll be meeting in order to tailor her proposal based on that format. She noted that a lot of our questions will be answered during the proposal process, and that we are not agreeing to anything at this point in the process. ● Jamie took a straw poll to gauge the Board's preferences on timing of sessions with Janedra. <ul style="list-style-type: none"> ○ The majority preferred monthly or every other month sessions follow our Board meetings. ○ A formal survey was sent via SurveyMonkey after the meeting. 		
<p>Professional Development Updates</p>	<ul style="list-style-type: none"> ● The Building Better Leaders – Equity, Diversity & Inclusion in PR event is next Thursday, May 20. <ul style="list-style-type: none"> ○ Jamie will talk about the Board listening report and what we've done already, and then I will ask industry-related questions of our panelists. ○ Mariah will share with members. ○ Hope asked everyone to help promote the event. ○ Tanita said she would push out a paid promo after the meeting. ● PD Survey results – we received 20 responses. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Arturo Garcia</p>



	<ul style="list-style-type: none"> ○ Arturo reviewed the top responses with the group. ○ He recommended the Board share the expert resources in our networks who would be willing to share their knowledge. Respondents indicated they want to hear from people with specific expertise. 		
<p>Bernays Update</p>	<ul style="list-style-type: none"> ● Amber – we met with Rachel and Mariah about combining Bernays event and holiday mixer. We’re planning for a fiesta theme, possibly at a venue in Old Town, or a taco truck. It will be outside. We’re potentially doing the event Nov. 18 from 5-7 p.m. We want to hold the virtual event not too long before in-person event (a day or two before). Looking into costs, researching venues and potential number of attendees. ● Emily –We’re putting out call for Student Bernays entries this week and will be promoting it on social. ● Amanda – We’re pleased to have secured a Bernays sponsor for video production. Maybe we can solicit videos from the entries. We have a production team who will help put that together. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Amber Winans/Emily Roethle/Amanda Nelson</p>
<p>Community Relations Update</p>	<ul style="list-style-type: none"> ● Thanks to everyone who participated in the Quality Time event in April. Our Final numbers: 15 nonprofits and 18 PR pros on Zoom. For those who weren't able to make it, we were able to connect the PR pros and the nonprofit after the event. ● I’m looking at the schedule for timing on our next event. I’m considering doing something around the Voices for Everyone initiative from PRSA National: https://voices4everyone.prsa.org <ul style="list-style-type: none"> ○ I'd love to have a conversation with the Board about this initiative and then see how it would fit into our programming for our chapter. More details to come. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Staci Reidinger</p>



<p>Accreditation Update</p>	<ul style="list-style-type: none"> ● The PR boot camp in April was sold out. Several people passed and will advance to the exam phase. ● We're working on getting more mentorship for APR+M program. ● The next Bootcamp is in November. Please sign up if you plan on attending. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Kimberly Prato</p>
<p>Membership Update</p>	<ul style="list-style-type: none"> ● We are currently holding strong at 204 members. No major fluctuations in the last couple of months. ● 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. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Rachel McGuire</p>
<p>Marketing & Digital Communications Update</p>	<ul style="list-style-type: none"> ● Megan – The data transfer for the new website is taking longer than anticipated. We're looking at end of this month for launch, hopefully. We'll keep everyone posted on the timing. <ul style="list-style-type: none"> ○ We need to shorten our bios on the Board page for the new format. Stay tuned for an email from me with more details. ● Tanita – I sent around a social media directory for the Board to make it easy to tag people. Please fill it out with the social platforms that you're ok with being tagged on. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Megan Pinna/Tanita Antonio</p>
<p>Adjourn</p>	<ul style="list-style-type: none"> ● Meeting adjourned at 5:06 p.m. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Hope Reilly</p>



Public Relations Society of America
San Diego/Imperial Counties

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