



Call to Order: 4:05 p.m.
Adjournment: 5:03 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=11) (14 voting members, 4 non-voting attendees):

1. Tanita Antonio
2. Barbara Cosio Moreno
3. Kim Coutts
4. Elizabeth Espinosa (non-voting)
5. Arturo Garcia
6. Ryan Hall
7. Jamie Hampton
8. Mariah Hugo (non-voting)
9. Sarah Lemons
10. Amanda Nelson
11. Megan Pinna
12. Kimberly Prato, MPA, APR, APR+M
13. Hope Reilly
14. Staci Reidinger, APR
15. Emily Roethle (non-voting)
16. April Tellez Green
17. Patrick Thelan, PhD, APR
18. Jeanna Vazquez

Absent (2): Julie Taylor, 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"> Meeting called to order at 4:05 p.m. 	<ul style="list-style-type: none"> No formal action taken or required 	Hope Reilly
Approval of May 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> Ryan Hall moved to approve minutes. Seconded by Kimberly Prato. 	<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 currently have a deficit of \$2,100, but we're in a good financial position overall. There are expenses coming up later this year this will bring us closer to our planned deficit of \$10,000. We'll start sending out the chapter balance sheets each month. We won't plan to go over them unless anyone has any questions or concerns. 	<ul style="list-style-type: none"> No formal action taken or required 	Jeanna Vazquez
EDI Consultant Contract (VOTE)	<ul style="list-style-type: none"> Based on the survey following the May Board meeting, the Board prefers to meet with the EDI consultant every other Board meeting for an hour. The contract includes six Board meetings, one group coaching session plus two strategic planning sessions. Jamie noted the group coaching session will be optional. She said that we don't know what that looks like yet, but it will be a good opportunity to spend more time with Janedra. There will be 30 minutes of homework (based on group feedback) that will come in advance of our Board meetings. Janedra, the consultant is ready to start her work with the Chapter in July. 	<ul style="list-style-type: none"> Motion Made 1 oppose 1 abstain Motion passes 	Jamie Hampton



	<ul style="list-style-type: none">● We are paying Janedra \$5,000. She usually charges \$15,000 or more. Her work with us will part of her coursework. \$2,500 of her fee will be part of this year’s budget and \$2,500 will go toward next year’s budget.● Questions and Comments<ul style="list-style-type: none">○ Sarah asked about the steering committee, who forms it and who would be involved. Jamie said it could be the diversity committee, or a group of people who are interested in participating. We need to finalize the makeup of that committee.○ Ryan asked if we would be voting to start in July as well. Jamie said that we could vote on whether we wanted to start in July or August.○ Staci said that she was not in favor of moving forward with the consultant, given current budget constraints. She said there are other resources available, and this will require a lot of time from the Board.○ Tanita asked if we had decided on whether Board members who will be completing their terms at the end of the year can continue to participate in the sessions with Janedra. Hope said the Board was ok with it. Jamie said she’d check with Janedra and confirm that there would be no additional costs involved.○ The group agreed to further explore whether the sessions will be recorded and if a waiver would be required in that case.● Jamie Hampton moved to approve the contract for Janedra Sykes, EDI consultant.● Seconded by Barbara Cosio Moreno		
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<p>Bernays Update (VOTE)</p>	<ul style="list-style-type: none"> ● The committee presented two potential theme options: <ul style="list-style-type: none"> ○ “Celebrate Us” or “Bolder, Brighter, Better” ○ The Board voted to move forward with “Bolder, Brighter, Better” by a simple majority (1 abstain). ● The Bernays committee then walked the Board through potential venue options for the Bernays/Holiday mixer, as outlined here. Initial recommendations include the following: <ul style="list-style-type: none"> ○ Tentative Date/Time: Thursday, Nov. 18 from 5-7 p.m. ○ Guest Count: around 100 ○ Budget: \$3,500 (includes budget for member/outgoing board member gifts) ○ Proposed ticket prices: \$50 ○ Sponsor Needs: <ul style="list-style-type: none"> ■ Beverage ■ A/V ■ Food/appetizers ○ Summary: While every venue the Bernays committee contacted was available on our two date options, venue quotes are ranging from \$5-15K. The team explored the option of a taco truck in Old Town, but we continue to run against the costs of a venue rental and a subsequent permit. ● The committee presented three options for next steps: <ul style="list-style-type: none"> ○ Option 1: Reassess sponsorship levels. Consider what sponsors are getting and if sponsors will spend more as the event is only 100 attendees. Potentially increase ticket prices. ○ Option 2: Shift focus to a breakfast or lunch event like the typical holiday mixer to curb costs. ○ Option 3: Budget more to allow for a larger scale celebration that is held in the evening. Increase ticket prices and reassess sponsor levels. 	<ul style="list-style-type: none"> ● Informal vote on theme for the Bernays Awards in 2021. ● Informal vote on the three options for next steps. 	<p>Emily Roethle/Amanda Nelson/Sarah Lemons</p>
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	<ul style="list-style-type: none"> ● Hope – Remember that the committee is restrained to the funding outlined in the budget, and we would need to vote to award the committee more funds. We would need to go into our reserves based on our planned budget, if we were to award the committee more budget. We'll also need to vote on any venue contracts before they are approved. ● Questions and Comments <ul style="list-style-type: none"> ○ Jeanna asked about doing a Happy Hour event with a drink ticket and then give attendees the option to order food. Emily noted that restaurants and venues have capacity limits, so we'd need to reserve the space and meet food and beverage minimums. Sarah said that just going the drink ticket route is expensive and won't be realistic with our budget for 100 people. ○ Barb suggested MOPA in Balboa Park, as a potential venue. Arturo said he would ask his team about it. ○ April suggested the Natural History Museum as a possible venue. ○ April agreed on reassessing sponsorship levels. ○ Staci noted she's in favor of option 3, working to make it a nice event to celebrate those in our profession. ● An informal vote was taken on the three options presented. The Board voted to award the Bernays committee with additional funds to put toward the event. 		
<p>Professional Development Updates</p>	<ul style="list-style-type: none"> ● Barb – Our next event, Communicating with Pride, is Friday, July 9. <ul style="list-style-type: none"> ○ It will be a lunch and learn, focusing on pride-washing with logos and educating people about what it means when you take that step. What it means to be a good ally. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Barbara Cosio Moreno/Jeanna Vazquez</p>



	<ul style="list-style-type: none"> ○ We don't feel the visibility is there in the communications and PR field. ○ We're working to confirm all speakers. There will not be a sponsor. ● Jeanna – We're also considering an in-person mixer for August. We'll want to see how people are feeling about that. 		
Accreditation Update	<ul style="list-style-type: none"> ● Kimberly introduced Patrick Thalen, PhD, APR, who will be helping her out on the APR committee. ● She will not be available at the next Board meeting, so Patrick will attend in her place. ● The next Bootcamp is November 10. Let Kim know if you'd like to join. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kimberly Prato
Marketing & Digital Communications Update	<ul style="list-style-type: none"> ● Megan provided an update on the new website and noted that she is working closely with vendor to navigate challenges with development. She said that they are cautiously optimistic that it will be ready to launch later in June or July. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Megan Pinna
Adjourn	<ul style="list-style-type: none"> ● April noted that early bird registration for 2021 PRSA Western District Conference is open. It will be September 26-28 in in-person in Las Vegas. ● April thanked everyone who responded to her email and scheduled time to talk with about Board recruitment for next year. ● Meeting adjourned at 5:03 p.m. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly/April Tellez-Green