



Call to Order: 4:03 p.m.
Adjournment: 4:58 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=12) (15 voting members, 4 non-voting attendees):

1. Tanita Antonio
2. Shannon Boffa (non-voting)
3. Giovana Castro
4. Barbara Cosio Moreno
5. Kim Coutts
6. Arturo Garcia
7. Ryan Hall
8. Jamie Hampton
9. Mariah Hugo (non-voting)
10. Sarah Lemons
11. Megan Pinna
12. Hope Reilly
13. Staci Reidinger, APR
14. Emily Roethle (non-voting)
15. Julie Taylor (non-voting)
16. April Tellez Green
17. Patrick Thelan, PhD, APR (non-voting)
18. Jeanna Vazquez
19. Amber Winans

Absent (4): Elizabeth Espinosa (non-voting), Rachel McGuire, MBA, APR, Amanda Nelson, Kimberly Prato, MPA, APR, APR+M

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 4:03 p.m. ● Hope took a quick (anonymous) poll to gauge the Board’s comfort level with holding the mid-year board retreat in-person. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Hope Reilly
Approval of June 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> ● Ryan Hall moved to approve minutes. ● Seconded by Jeanna Vazquez 	<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: we are still currently at a \$1,200 deficit, and the planned deficit is still around \$10,000. She noted the last professional development event will be reflected in the July P&L. ● Traci, our accountant is on vacation until July 22. Jeanna will send invoices out once Traci is back. ● Jeanna provided an update on the Eva Irving Student PRSSA International Conference Grant. Our chapter had funds that were not being used, so we decided to donate it to the PRSA National Foundation and created an international college grant. We'll be sending two current, underrepresented college students to ICON (one for SD County and one from Imperial County). Registration is \$400. We have around \$5,000 in the fund, so we'll be able to support students for several years. ● This is Jeanna’s last Board meeting. Ryan will take over as treasurer. Hope will serve as the EC liaison for the Professional Development and DEI committees. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna Vazquez



<p>Voices4Everyone Initiative Overview</p>	<ul style="list-style-type: none"> ● Staci provided an overview of PRSA National’s Voices4Everyone Initiative. The initiative was designed to “support a national conversation building mutual understanding, trust, and civic engagement through more inclusive civil discourse.” The idea is for PR practitioners to utilize their skills to drive change on the national conversation. There are four primary pillars: <ul style="list-style-type: none"> ○ Disinformation ○ Diversity & Inclusion ○ Civility ○ Civic Engagement ● There is a website dedicated to the initiative and they are looking to create a repository of relevant assets. The program has received some media coverage. Programming is being planned at the chapter level. ● Staci will be participating in a Lunch and Learn event focused on civic engagement with the Fort Lauderdale Chapter on July 22. She will share feedback and lessons learned from the event in consideration for planning a similar event for our Chapter in August or September. ● Questions/Feedback <ul style="list-style-type: none"> ○ Barb – I want to get behind this and advocate for this. We’ve had some really great webinars that I wish we could open up and share with more people. We’ve had some great conversations and those are the voices I’d like to see represented here. I hope that as this initiative evolves, there are truly diverse voices, not to check a box. If they are looking for content, we have content. Can we share our recent events with them? ○ Jamie – Is there a list of people who were involved in the creation of this program and the steering 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Staci Reidinger, APR</p>
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	<p>committees? Everything we’ve seen so far has felt very white and very old. I’m interested in understanding who was behind it. When you create something for the community, but don’t share who was involved, it’s hard to build trust. I’m also interested in the civility piece... it’s very sensitive when we try to do civil “right.” That’s a different concept for different people.</p> <ul style="list-style-type: none"> o Staci noted that she wants more of the Board’s voices pushing back on this so representatives from National hear our concerns and work to make it a better. o Jamie recommended that the chapter provide a formal response to share concerns and take a leadership position in these critical areas. o Hope suggested Jamie and the DEI committee discuss what the response or motion would look like in their meeting tomorrow. The Board could vote electronically via Slack if needed. 		
<p>Bernays Update (VOTE)</p>	<ul style="list-style-type: none"> ● The Bernays committee requested an increase in budget of \$2,511.86 to cover the costs for the proposed venue for the ceremony (initial budget for the event was \$3,500; the current estimate is \$6,011.86). ● Staci Reidinger moved to approve the budget increase. ● Seconded by Sarah Lemons. ● Other updates: <ul style="list-style-type: none"> o Amber: the committee is finalizing content and design for the Call For Entries. The goal is for the CFEs to align with the design of the new website. o The committee is looking at The Natural History Museum as a potential venue for the Bernays ceremony. It would be a smaller event, capped at 100 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	<p>Amber Winans/Giovanna Castor</p>



	<p>people, and combined with the holiday mixer. There is a rooftop that can be use from 4-6 p.m. Costs include A/V, setup and two drink tickets per person. Full award winners will not be announced at the event. We will announce the special award winners and perhaps a few others.</p> <ul style="list-style-type: none"> ○ April asked if the committee approached the venue with any in-kind sponsorship opportunities. The venue estimate does include the discount for non-profits. ○ Jamie noted that the DEI committee submitted a plan for Bernays, but had not heard back from the Bernays committee. She asked for feedback on their proposed ideas and said she would resend the plan to the Bernays committee. 		
<p>Conference registration, travel & accommodations budget increase request (VOTE)</p>	<ul style="list-style-type: none"> ● April provided an update on the costs for her to attend ICON. Required for Chapter representation for leadership assembly. Our chapter is required to send at least one delegate to vote on any bylaws and amendments. ● The estimate for flights, hotels and reg fees: \$2,600 (we budgeted \$1,900). ● Hope and April requested an increase of \$700 to cover the difference in travel costs. ● Sarah Lemons moved to approve the budget increase. ● Seconded by Arturo Garcia. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	<p>Hope Reilly/April Tellez-Green</p>
<p>Marketing & Digital Communications Update</p>	<ul style="list-style-type: none"> ● Megan provided an update on the new website. She will send out a link to the dev site with further details on timing and when she'd like feedback and comments from the Board. ● She noted the new site has the ability to automatically pull in events from Eventbrite, an exciting feature. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Megan Pinna</p>



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Professional Development Updates	<ul style="list-style-type: none">● Barb noted the professional development committee was working with Staci to plan an in-person mixer for August. More details to come on that front.● Julie added that she is planning an Ethics event in September. She is working to confirm the event speakers before announcing the date.	<ul style="list-style-type: none">● No formal action taken or required	Barbara Cosio Moreno/Jeanne Vazquez
Adjourn	<ul style="list-style-type: none">● Meeting adjourned at 4:58 p.m.● EDI Workshop #1 with Janedra Sykes followed.	<ul style="list-style-type: none">● No formal action taken or required	Hope Reilly