



Call to Order: 4:03 p.m.
Adjournment: 4:43 p.m.

Led By: Hope Reilly
Secretary: Ryan Hall

In Attendance (majority for a quorum=12) (13 voting members, 5 non-voting attendees):

1. Tanita Antonio
2. Shannon Boffa (non-voting)
3. Giovana Castro
4. Barbara Cosio Moreno
5. Kim Coutts
6. Elizabeth Espinosa (non-voting)
7. Arturo Garcia
8. Ryan Hall
9. Mariah Hugo (non-voting)
10. Sarah Lemons
11. Rachel McGuire, MBA, APR
12. Amanda Nelson
13. Megan Pinna
14. Hope Reilly
15. Emily Roethle (non-voting)
16. Julie Taylor (non-voting)
17. April Tellez Green
18. Amber Winans

Absent (4): Jamie Hampton, Kimberly Prato, MPA, APR, APR+M, Staci Reidinger, APR

Chapter Administrator: Maggie Padilla (non-voting)

Chapter Treasurer: Ryan Hall

Ethics Officer: Julie Smith-Taylor, APR, (non-voting)



| Agenda Item | Discussion | Action | Owner |
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| Call to Order | <ul style="list-style-type: none"> ● Meeting called to order at 4:03 p.m. | <ul style="list-style-type: none"> ● No formal action taken or required | Hope Reilly |
| Approval of July 2021 meeting minutes (VOTE) | <ul style="list-style-type: none"> ● Ryan Hall moved to approve minutes. ● Seconded by Barbara Cosio Moreno | <ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes | Ryan Hall |
| Financial Update | <ul style="list-style-type: none"> ● The July P& L and balance sheet were sent out with the meeting materials. ● We're still looking at a deficit of just north of \$10,000 which is roughly where we were last month. ● Ryan noted that the executive committee is ready to move forward with the agreement for The Nat for the Bernays ceremony in November. He will sign the contract and work with Traci, our accountant, on the payment schedule. ● Barb asked about a refund if we need to cancel the event. We would be out \$500 max if we need to move to a virtual event. | <ul style="list-style-type: none"> ● No formal action taken or required | Ryan Hall |
| Mid-Year Retreat Update | <ul style="list-style-type: none"> ● Hope provided an update on the planning for our mid-year retreat on Wednesday, Sept. 1. ● As of now we will proceed with doing our mid-year retreat outdoors, social distanced, following all health and safety guidelines. It's two weeks away, so we'll evaluate in real time and make the best decision for the group. ● BYOB everything. We will not be exchanging anything. She will send agenda in advance. ● There is no way to include people virtually, unfortunately. ● Will focus on team building and high-level ideating and brainstorming. Several of us have never met in person. We | <ul style="list-style-type: none"> ● No formal action taken or required | Hope Reilly |

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| | <p>want to allow people to talk and get to know each other and foster team spirit.</p> <ul style="list-style-type: none"> ● Will keep it to 2 hours to be respectful of everyone’s time. You are dedicating a lot of extra time for DEI consultant time and work. | | |
| Website Launch Preview | <ul style="list-style-type: none"> ● Megan said there has been a longstanding issue renewing our SSL certificate for the site. It is showing that our site is not secure. The new site will renew the certificate and resolve this issue. ● Once we launch, we’ll need to do some small clean-ups here and there. ● Hope noted that the SSL issue has something to do with how the site was initially set up. The best thing to do is replace the old site with the new site. We’ll launch in beta mode and test it out. The EC wants to move forward and get the site launched to resolve the security issue. ● Sarah asked if we were on track to have the website launch by Friday, or if they should have plan b ready to launch Bernays. Megan noted that Kate had not given a specific date and said she would check to see if Friday is possible. | <ul style="list-style-type: none"> ● No formal action taken or required | Megan Pinna |
| Professional Development/Community Relations Event Update | <ul style="list-style-type: none"> ● Barb informed the group that we postponed the professional development/community relations event for August with Anvil of Hope due to the current COVID threat. We didn’t think it was a good idea to get everyone together in-person right now, but we’re assessing the situation to see if we can plan an in-person event in September or later. ● The professional development committee had planned to do an in-person mixer on August 19 and added a community outreach component to build off the Voices4Everyone and do something to give back to the community. It would support | <ul style="list-style-type: none"> ● No formal action taken or required | Barbara Cosio Moreno/Arturo Garcia |



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| | <p>Anvil of Home and donate items for homeless families, those in foster care.</p> <ul style="list-style-type: none"> • She noted she would like the Board to be more proactive in the events we do and consider more current events. She'd like to do an event focused on The Rady Shell, and is reaching out to the symphony, Raindrop and the Port. • Arturo said he is in the planning stages of an event focused on social media, engagement and managing the voice and perception of a brand on YouTube and other channels. Working to lock in a date. Aiming for September. • Kim said she is working on traditional media panel for October. She will be reaching out to the Board for new or interesting media contacts we can bring into the panel. | | |
| <p>Bernays – Call for Entries & Awards Program Updates</p> | <ul style="list-style-type: none"> • Giovanna said the committee was planning on putting out Call for Entries by the end of week. She said they would let the Board know once they went out and asked that everyone promote the CFEs on their LinkedIn and other channels. She noted that first time entries will be charged a reduced fee (\$50 less). • Emily noted the date for the Bernays event will be November 18, from 4-6 p.m. It will be more casual than a traditional Bernays event. She was scheduled to take a venue tour the next day, • Amanda asked if Board members can submit a nomination or if that was a conflict of interest. Board members can submit a nomination. • Sarah noted the Early bird deadline is September 3, with the first deadline following on September 10 with a \$30 late fee. The final deadline with \$40 late fee is Friday, September 17. • Late fees apply for nonprofits, but not first-time entries. | <ul style="list-style-type: none"> • | <p>Amber Winans/Giovanna Castro/Amanda Nelson/Emily Roethle</p> |



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| | <ul style="list-style-type: none">• There is a new DEI Special Award category this year. It is free and anyone can submit an entry. For Silver and Bronze Bernays there is a new D&I awards description; copy will be in the Call for Entries.• Arturo provided a brief update on the DEI plan for Bernays, which is designed to reach potential first-time entrants. The DEI committee’s plan includes one-on-one outreach, social promotion, and a panel discussion. Several members of the Board offered to help support the effort and participate on the panel discussion• Hope reminded the Board that the Bernays program is our Chapter’s No. 1 fundraiser every year, between award entries and the event itself. She asked that everyone help promote the awards program and share with their networks.• April said she saw competing messaging with Board recruitment and Bernays promotion in the next week. She asked to collaborate on the outreach for both initiatives. She noted more information on Board recruitment would be forthcoming. | | |
| Adjourn | <ul style="list-style-type: none">• Meeting adjourned at 4:43 p.m. | <ul style="list-style-type: none">• No formal action taken or required | Hope Reilly |