



**Call to Order: 4:02 p.m.**  
**Adjournment: 4:58 p.m.**

**Led By:** Hope Reilly  
**Secretary:** Ryan Hall

**In Attendance (majority for a quorum=12) (15 voting members, 3 non-voting attendees):**

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

**Absent (4):** Shannon Boffa (non-voting), Elizabeth Espinosa (non-voting), Amanda Nelson, Kimberly Prato, MPA, APR, APR+M,

**Chapter Administrator:** Maggie Padilla (non-voting)

**Chapter Treasurer:** Ryan Hall

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

Agenda Item	Discussion	Action	Owner
Call to Order	<ul style="list-style-type: none"> <li>Meeting called to order at 4:02 p.m.</li> <li>Website is live. We're still working out some kinks. Congrats to Megan and April for pushing that across the finish line.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Hope Reilly
Approval of August 2021 meeting minutes (VOTE)	<ul style="list-style-type: none"> <li>Ryan Hall moved to approve minutes.</li> <li>Seconded by Staci Reidinger.</li> </ul>	<ul style="list-style-type: none"> <li>Motion Made</li> <li>0 oppose</li> <li>1 abstain</li> <li><b>Motion passes</b></li> </ul>	Ryan Hall
Financial Update	<ul style="list-style-type: none"> <li>Ryan will send out the August P&amp;L and balance sheet as soon as they are received from Traci (she is still working to reconcile the books for August). We aren't anticipating any major changes to the budget and our deficit from last month.</li> <li>The one notable expense we had was the \$500 retainer for our agreement with The Nat for the Bernays event.</li> <li>April will be cutting a check to reimburse the chapter from her planned flight to Orlando for ICON, which is now virtual.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Ryan Hall
Eva Irving Grant Update	<ul style="list-style-type: none"> <li>Hope provided an update on the Eva Irving Grant, which was developed based on extra funds the Chapter had. We awarded those funds to the PRSSA Foundation and established a grant to cover registration for ICON for PR students.</li> <li>We put out the call for applications back in July. We received two applications and we are planning to award two grants this year. The Executive Committee and Jamie from the DE&amp;I committee voted to make a recommendation to the PRSA Foundation Board to award grants to both candidates. If they approve, they will notify the recipients.</li> <li>Hope gave a shout out to Jeanna for identifying the opportunity and leading the effort to create the grant, which is something we've never done before.</li> </ul>	<ul style="list-style-type: none"> <li>No formal action taken or required</li> </ul>	Hope Reilly

<p>2022 Board of Directors Nominating Committee (VOTE)</p>	<ul style="list-style-type: none"> <li>● April provided an update on the selection of the 2022 Board of Directors Nominating Committee. In addition to April, Hope and Sarah, the committee will include:             <ul style="list-style-type: none"> <li>○ Hongmei Shen, Ph.D., APR, Professor in the School of Journalism and Media Studies at San Diego State</li> <li>○ Jorge D’Garay, President and CEO, MXUS Public Relations</li> <li>○ Denise Scatena, Founding Partner, Scatena Daniels Communications</li> </ul> </li> <li>● Barb asked if the committee was only three people, and if there is a size limit.             <ul style="list-style-type: none"> <li>○ Hope noted the PRSA Bylaws call for the president, president elect and immediate past president to serve on the committee, plus three other people. The impetus is on the president elect to select who they’d like to be on the committee.</li> </ul> </li> <li>● Voting on the 2022 Board slate will take place at the Holiday mixer.</li> <li>● April Tellez Green moved to approve the 2022 Board of Directors Nominating Committee.</li> <li>● Seconded by Jamie Hampton.</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 0 abstain</li> <li>● <b>Motion passes</b></li> </ul>	<p>April Tellez Green</p>
<p>Voices4Everyone initiative letter to National (VOTE)</p>	<ul style="list-style-type: none"> <li>● Staci provided an update on the letter we drafted to share our Chapter’s feedback on the Voices4Everyone initiative. In summary, we want clarification on who’s behind V4E and to ensure diverse voices are represented. We were also unclear on the pillar around civic engagement, and we’d like to recommend it be renamed as community engagement.</li> <li>● Hope commended Staci, Jamie and April for leading the effort to draft the letter. She said this is a valuable opportunity for our Board to look at what PRSA is doing and exercise our voice beyond our region. We are taking a stand for our profession and our value as PR professionals.</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 0 abstain</li> <li>● <b>Motion passes</b></li> </ul>	<p>Staci Reidinger</p>



	<ul style="list-style-type: none"> <li>● Staci Reidinger moved to approve sending our Chapter’s letter to PRSA National.</li> <li>● Seconded by Kim Coutts.</li> </ul>		
Our Chapter’s Position on the San Diego County Board of Supervisors resolution declaring health misinformation a public health crisis	<ul style="list-style-type: none"> <li>● The Board discussed if our chapter wanted to take a position or put out a statement about the San Diego County Board of Supervisors resolution declaring misinformation a public health crisis.</li> <li>● Staci noted there is a pillar in Voices4Everyone that deals with misinformation and people from the V4E committee wanted to know if our chapter wanted to support this. She said support could be as simple as getting behind the resolution and sharing messaging on our social media.</li> <li>● Julie noted that we adhere to the highest standards of accuracy and truth from an ethics standpoint and that it is our job to help stop misinformation.</li> <li>● Barb suggested trying to get other organizations that we’ve worked with the last year, such as PRSSA and the San Diego Press Club, to support it as well.</li> <li>● Ryan asked what could be shared immediately across our channels while we worked on the boarder, collective strategy.</li> <li>● Sarah recommended sharing media coverage with a statement of support from our chapter.</li> <li>● Tanita recommended an educational approach where we share resources and tools. She said she would collect some resources and share with the Board via Slack.</li> <li>● The group agreed to move forward with this approach, and there was no formal vote.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Staci Reidinger
Professional Development Update	<ul style="list-style-type: none"> <li>● Arturo provided an update on the next event scheduled for September 24 and focused on community minded conversations on social media channels. The panel includes the following:</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Barbara Cosio Moreno/Arturo Garcia



	<ul style="list-style-type: none"> <li>○ Janine Davis, Manager, Brand Social, XX Artists</li> <li>○ Angela Elo-Rivera, Media Communications Specialist, Good to Go San Diego (UC San Diego AntiViral Research Center HQ)</li> <li>○ Ramel Wallace, Senior Community Manager, BAM Communications</li> <li>○ Adriana Heldiz, Multimedia Producer, Voice of San Diego</li> <li>● Barb provided an update on the October 8 event with the Rady Shell PR team from Raindrop. The discussion will focus on the communications strategy for launching a new iconic venue, looking at everything from media relations to pivoting during a global pandemic.</li> </ul>		
<p>Bernays Awards Program and Event Planning Updates</p>	<ul style="list-style-type: none"> <li>● Giovanna noted that as of yesterday, we had 14 entries (No Special Award entries). She said there are two more deadlines upcoming, with the last deadline on Sept. 17. She said the committee would be doing some additional outreach to promote the Bernays.</li> <li>● She noted the Bernays committee is still discussing whether to move forward with the in-person Bernays event.</li> <li>● Emily said she will be sending out a call for help in judging student entries soon.</li> <li>● Barb suggested sending emails to those who have attended our events to see if they'd like to submit an entry. Giovanna noted they were planning to do a targeted eblast to everyone who submitted an entry in 2020.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Amber Winans/Giovanna Castro/Amanda Nelson/Emily Roethle</p>
<p>Ethics Event</p>	<ul style="list-style-type: none"> <li>● Julie provided an update on her event scheduled for September 22 at noon. The focus of the event is to talk about the importance of ethical conduct and behavior as professionals and focusing on civil discourse. This will be a round table</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Julie Smith-Taylor</p>



	<p>discussion with four panelists (two past national chairs), with a lot of time for Q&amp;A afterwards.</p> <ul style="list-style-type: none"> <li>• Sarah noted that this could be a good opportunity for a senior roundtable. Julie said the legends group is really getting older and most are retired. She suggested thinking about how we're defining our senior group and asked to revisit the conversation offline.</li> </ul>		
Membership Update on Mentorship Program	<ul style="list-style-type: none"> <li>• Mariah noted the mentorship program is kicking off, and that application were open at <a href="https://www.surveymonkey.com/r/prsa-sdic-mentorship">https://www.surveymonkey.com/r/prsa-sdic-mentorship</a></li> <li>• She said there is usually a greater need for mentors, and that a lot of mentees want to get involved.</li> <li>• The program will run from October through January.</li> <li>• We listened to feedback from past participants, who really wanted more of a structure from a programming standpoint. There will now be monthly conversation guides, recommended readings, and they are hoping to have one webinar per month.</li> <li>• The kickoff meeting will be on Wednesday, Oct. 6. The first 30 minutes as larger group event and then move to one-on-one meetings for the second 30 minutes.</li> <li>• More information is on the website.</li> </ul>	•	Rachel McGuire/Mariah Hugo
Adjourn	<ul style="list-style-type: none"> <li>• Meeting adjourned at 4:58 p.m.</li> </ul>	• No formal action taken or required	Hope Reilly