



Call to Order: 4:02 p.m.
Adjournment: 4:57 p.m.

Led By: April Green
Secretary: Giovanna Castro

In Attendance (majority for a quorum=12) (11 voting members, 4 non-voting attendees):

1. Barbara Cosio Moreno
2. Hope Reilly
3. Ryan Hall
4. Patrick Thelen, APR
5. Jenny Mehlow
6. Kara Handley, APR+M
7. Patricia Maxwell Robertson
8. Kim Coutts
9. William Lopez
10. Jamie Hampton
11. Edgar Hopida
12. Megan Pinna
13. Shannon Boffa
14. Stephania Villar
15. Rachel McGuire, MBA, APR
16. Arturo Garcia
17. Anne Buckley, APR
18. Monica Gil dos Santos (non-voting)
19. Mariah Hugo (non-voting)
20. Julie Smith-Taylor, APR (non-voting)

Absent (3): Amanda Nelson, Elena Gomez (non-voting), Elizabeth Espinoza (non-voting)

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">● Meeting called to order at 4:04 p.m.	<ul style="list-style-type: none">● No formal action taken or required	April Green
Approval of December 2021 meeting minutes (VOTE)	<ul style="list-style-type: none">● Giovanna Castro moved to approve minutes● Seconded by Barbara Cosio Moreno	<ul style="list-style-type: none">● Motion Made● 0 oppose● 1 abstain● Motion passes	Giovanna Castro
Diversity & Inclusion Advisory Committee	<ul style="list-style-type: none">● Board read over diversity memo prepared by Jamie.● Discussion of memo and recommendation by Jamie to formalize connection between D&I Advisory Committee and Board. She noted the Advisory Committee wants accountability for the time they are volunteering.● D&I Advisory Committee has worked on a diversity plan for recruitment, Bernays outreach and collected input, also worked on a new definition of what it means to be a PRSA professional.● Jamie highlighted D&I plan to build relationships with D&I professionals that are not members of PRSA and don't see current value in membership.● Jamie noted the D&I consultant is co-leading the Advisory Committee. She has a contract with the Board. Arturo is the only official Board member on the Advisory Committee everyone else are not Board members.● Jamie drafted bylaws and Board will need to review and then move to approve it.● April noted her full support.	<ul style="list-style-type: none">● No formal action taken or required	Jamie Hampton

	<ul style="list-style-type: none">● Ryan thanked Jamie for continuing the good work and thoughtfulness. Asked if the Advisory Committee would be voted in alongside the Board and serve for a year?● Jamie mentioned that details are in bylaws – term is two years – mid-year and not with Board members. Option to renew for two years. Advisory Committee will be eyes and ears in the community. Meant to be a two-way relationship.● Anne thanked Jamie for taking this on and mentioned how it also speaks to the integrity of the Chapter. Asked what does accountability look like? How responsible is the Board for executing their recommendation? Is there an opportunity to build consensus? What are ramifications if we don't go with the Advisory's Board?● Jamie mentioned how there is a chair of the Advisory Committee. Their job is to take notes, relaying feedback and providing a communication loop between the members. There is also relationship building. Networking is also involved.● Barbara also thanked Jamie for being thoughtful. She asked what do we do after D&I consultant contract ends? Having the consultant has been extremely helpful for the last six months. Not paying dues, how can they direct us? How does it work not paying dues but advising us?● Jamie noted that they are from academic institutes – examples on how they operate. Bylaws does not state anything about being members. We recruit Board members form the membership. Should not be barrier for them getting involved.● Hope mentioned that we have made certain allowances for people that are volunteers. We use it for people that are on committees that cannot pay for a membership. Classification would allow us to move it forward.		
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	<ul style="list-style-type: none"> ● Edgar noted how he is a new member but would like to assist to get this stuff done. ● Arturo thanked Jamie for all the work. ● Jamie emphasized next step is to double check language re: membership in bylaws for input from the Board. Will bring back in February. Jamie asked if we could do a special vote instead of doing end of year. Are there ramifications if we go to an early vote? Jamie mentioned she is available offline for comments and questions. 		
Secretary Update	<ul style="list-style-type: none"> ● Giovanna informed members that Board roster, organization chart and Chapter calendar are all on the shared drive. ● Giovanna noted that she would be passing along a link after the meeting for reference of 2021 committee plans. She advised that each committee can and should start to begin to build this out. Noted that typically, there is one person on each committee to spearhead the efforts. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Giovanna Castro
Financial Update	<ul style="list-style-type: none"> ● Ryan noted that the check request form is in the shared drive if Board members need to be reimbursed. ● If reimbursement is needed, send to Ryan who will forward to treasurer to get paid via check. ● Ryan noted that there is a vote needed to change who has access to the Chapter's bank account. ● April and Ryan to now have access. ● Ryan moves motion, Giovanna seconds. ● Ryan noted there are a couple of chapter credit cards as well. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	Ryan Hall
Membership Update	<ul style="list-style-type: none"> ● Rachel noted the Membership Committee, along with the Executive Committee, will increase efforts for volunteer recruitment in 2022. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Rachel McGuire, Mariah Hugo



	<ul style="list-style-type: none"> ● Membership Committee will be sending out a survey to identify volunteer needs and what's important for our efforts. Goal is to start recruitment early. Survey will be sent for additional ideas to the Board to comment on. ● Membership would like to condense the number of surveys going out and would like to put most questions into the survey. ● Jamie mentioned the work with D&I consultant about membership and Board members. There were some questions we answered. ● Mariah updated Board on mentorship program she noted this year they are wrapping up the 21/22 program. 		
<p>Professional Development Update</p>	<ul style="list-style-type: none"> ● Arturo mentioned Committee is meeting Friday to discuss ideas. ● Barbara noted how she is looking forward to working with a new group. Very much enjoyed last year and looking forward to another great year. ● April asked how many professional development events committee is aiming for this year. ● Arturo stated goal of six. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Arturo/Amanda/Anne</p>
<p>Communications Update</p>	<ul style="list-style-type: none"> ● Megan is putting together meet the Board graphics and why PRSA quotes. Planning to roll out comm and social content for the website. New Year/New Website vibe and introduce people to the website. ● Stephania shared her excitement to serve on the committee. ● Shannon gave update on phase out of new pro social channels. There were solo channels for New Pro but as a Chapter we decided to transition into one account as we felt it would be more beneficial. Communications team is doing strategic outreach on people we don't want to lose relationships with. Working on messaging to foster relationships. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Megan/Shannon/Stephania</p>



Sponsorship Update	<ul style="list-style-type: none">● Barbara mentioned that last year, outside of Bernays, Chapter didn't get a lot of sponsors. Goal is to get sponsorships this year for the Board.● Barbara noted that conversations have already started to take place with Chapter members at the Bernays event. NV5 will come in as a 1K sponsorship for 2022.● Barbara mentioned how she is working on updating the sponsorship package.● Barbara asked Board if they work with someone, that may be a good sponsor, that is also something we can tap into.● Barbara noted Ramell Wallace, a member of the PR community, but not a PRSA member, shared via Twitter that he was given a company stipend and was looking to do something good with the cash. He did some crowdsourcing and wasn't happy with the ideas, which were mostly to spend it on himself. He said he was looking to do something good with it, and she jumped on it and mentioned, "what about gifting a professional membership," like as a sponsor. They talked offline on LinkedIn and he's very interested.● Barbara noted if we can add one member this year this way, I think we could use this to engage our "Alumni" to help us with new members.	<ul style="list-style-type: none">● No formal action taken or required	Barbara Cosio Moreno
Western District Update	<ul style="list-style-type: none">● Barbara noted that part of role is to represent in Hawaii. Talked to Jamie and Executive Committee to see if we can be panelists on the work we had to do this past year working with the consultant and having some very difficult conversations as a Chapter.● Barbara to present with consultant in April.● April mentioned that Jamie and Arturo spoke last year. Shows our commitment to Western District.	<ul style="list-style-type: none">● No formal action taken or required	Barbara Cosio Moreno

Adjourn	<ul style="list-style-type: none">• Meeting adjourned at 4:57 p.m.	<ul style="list-style-type: none">• No formal action taken or required	April Green
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