



Call to Order: 4:01 p.m.
Adjournment: 5:03 p.m.

Led By: April Green
Secretary: Giovanna Castro

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

- April Green
- Barbara Cosio Moreno
- Hope Reilly
- Arturo Garcia
- Shannon Boffa
- Amanda Nelson
- Jeanna Vazquez
- Barb Moreno
- Jenny Mehlow
- Giovanna Castro
- Mariah Hugo
- Stefania Villar
- Megan Pinna Tisdall
- Julie Wright
- Anne Buckley
- Monica Gil Dos Santos

Absent (10): Kim Coutts, PJ Maxwell, Patrick Thelan, Edgar Hopida, William Lopez, Cheryl Robinson, Kara Handley, Rachel McGuire, and Elena Gomez

Chapter Administrator: Blake Nelson

Chapter Treasurer: Jeanna Vazquez

Ethics Officer: Julie Smith-Taylor



Agenda Item	Discussion	Action	Owner
Call to Order/President's Update	<ul style="list-style-type: none"> ● April thanked everyone for attending the holiday mixer and thanked William for helping with the event. ● Jenny and April attended the capstone presentation for SDSU. Promotion campaign for their newest exhibit, "Caught on Camera." ● April walked the Board through the new 2023 leadership slate - ● Blake Nelson, APR is slated to be president next year. Barb stepped down from president-elect in November. And Blake had previously served as president before. Noted that they transferred Blake's hours' approval to the treasurer next year. President-elect and treasurer is Arturo. Bill Gay will be serving as a mentor next year. The past president is April and Barb is the secretary for next year. ● Asked for any questions regarding the new slate – there was none. 	<ul style="list-style-type: none"> ● No formal action taken or required 	April Green
Financial Update	<ul style="list-style-type: none"> ● Jeanna said that we are operating at a profit so congrats to you all for all the work everyone has done. ● Under the attendance for the Bernays you'll see it's listed at \$14,700. Jeanna asked if this was accurate. ● Hope asked if it might be from last year that didn't get transferred. Blake, Jenny, and Barb mentioned that it did not sound right. ● April asked if it was possible to put together a recap of the year email. Jeanna also said she would put together items to look forward to in the new year. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna
Annual Report	<ul style="list-style-type: none"> ● Barb gave an update on the annual report and that she will do the annual report for 2022. Will include highlights for the year and letter from outgoing president. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Barb



APR	N/A	<ul style="list-style-type: none"> • No formal action taken or required 	
Bernays	<ul style="list-style-type: none"> • Giovanna mentioned that one key takeaway is taking a closer look at the budget next year to see how we can make more money. And looking at the menu and venue ahead of time to ensure we raise money. Also, planning since there is a lot that goes into it. Also mentioned she would be more than happy to help if needed. • Jenny mentioned that we should have the expectations ahead of time for the Bernays for 2023. • Barb would like to recognize all the volunteers that Giovanna sent our way – specifically Amanda, Ada, and Kara. • Amanda heard from a few about the registration closing early. She asked if next year we can look into it and that the program was a bit lengthy. • Barb mentioned that we were underestimating and maybe we overestimate going forward. • Jenny mentioned if we should set the number of attendees off of this year for next. • Amanda said that we send out to communications to people that submitted entries. • Jenny thanked Giovanna for the Open Water assistance. Barb mentioned she reached out to Western District for help and didn't receive it. • Barb thanked Amanda for the trophy vendor. Only two were misprinted out of all of them. • Amanda asked everyone to be more intentional about finding ways to be more inclusive. We are doing a lot of D&I work. She is struggling to see it outside this Board. 	<ul style="list-style-type: none"> • No formal action taken or required 	Jenny/Kara



Communications Update	<ul style="list-style-type: none"> ● Monica mentioned they are trying to figure out a day for their transitional meeting. ● Megan said she was going out of town. ● Julie asked if we have a newsletter this week? Megan mentioned that yes, we will have it go out this week. ● April asked about the status of closing from Facebook group to LinkedIn group. Monica said she wasn't sure – they investigated LinkedIn, but they cannot create a group as a page it has to be a personal account. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Shannon/ Monica Stephania
Membership Update	<ul style="list-style-type: none"> ● Mariah and Rachel will be rolling off the Board and will be working with Anthony for the transition. ● Also working on the annual report and closing out the mentorship program. ● April mentioned that we should do more outreach to members that are leaving. Hope mentioned that is what we currently do already. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Mariah
Community Relations & Advocacy	<ul style="list-style-type: none"> ● Kim from LEAD is interested in promoting Quality Time next year for nonprofits mentioned April. 	<ul style="list-style-type: none"> ● No formal action taken or required 	April
D&I Update	<ul style="list-style-type: none"> ● Arturo mentioned that ICON was incredible – so fun to see the different chapters. Program was good for D&I. It was incredible to see all the great minds and work that everyone is doing. ● We did not earn any awards this year. ● Barb mentioned that Janedra did a really good job at Bernays and was relevant and relatable. ● Barb mentioned that D&I winner of the year is an amazing person and great to tap into next year. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Arturo



Ethics Update	<ul style="list-style-type: none"> Julie said that there is one more column that she is writing in December. She also added that tomorrow she is coordinating a LEGENDS event for our chapter in Del Mar. We are also looking at identifying locations next year. You don't have to be a PRSA member but have over 20 years of experience. It's a chapter-wide focus (former members, and members). 	<ul style="list-style-type: none"> No formal action taken or required 	Julie
Professional Development Update	<ul style="list-style-type: none"> Working with Cheryl for an event in January with a \$250 sponsor. We would be at their office still trying to figure out the dates. 	<ul style="list-style-type: none"> No formal action taken or required 	Cheryl
Sponsorship	<ul style="list-style-type: none"> SWS came in as platinum and UC San Diego. Adurra came in as a bronze sponsor. Barb said we came in at \$9,000 in sponsors this year. 	<ul style="list-style-type: none"> No formal action taken or required 	Barb
Adjourn	<ul style="list-style-type: none"> Meeting adjourned at 5:03 pm 	<ul style="list-style-type: none"> No formal action taken or required 	April Green