



**Call to Order: 4:33 p.m.**  
**Adjournment: 5:33 p.m.**

**Led By:** Arturo Garcia Sierra  
**Secretary:** Blake Nelson

**In Attendance (QUORUM) (12 voting, 2 non-voting ):**

1. Arturo Garcia Sierra, President
2. Blake Nelson, Past President
3. Jenny Mehlow, Treasurer
4. Paulina Sierra
5. Anthony King, APR
6. Cheryl Robinson, AP
7. Jerralyn Davis
8. Edna Gutierrez
9. Janet Farala
10. Anne Flanagan
11. Alexis Cortes
12. Adrianna Villa
13. Marisol Ortega \*\*\*
14. Hannah Blome \*\*\*

**Absent (5 voting, 3 non-voting):**

1. Barbara Cosio Moreno, Secretary
2. Monica Gil dos Santos, President Elect
3. William Lopez
4. Elena Gomez
5. Alexis Cortes
6. Karlene Sanchez\*\*
7. Sammi Reyes\*\*
8. Christian Spangler \*\*

\*\* non voting members



**Chapter Administrator:** Blake Nelson, APR  
**Chapter Treasurer:** Jenny Mehlow  
**Ethics Officer:**

Agenda Item	Discussion	Action	Owner
Call to Order/President Update	<ul style="list-style-type: none"> <li>● Call to order</li> <li>● Will be calling on members to vote on CDs in March following direction from our Accountant Traci.</li> <li>● Current vote: Chapter Admin contract increasing budget from \$3500 to \$6,000 - cap to 10-12 hours per month                             <ul style="list-style-type: none"> <li>○ Cheryl motioned to accept</li> <li>○ Janet seconded</li> <li>○ (Blake abstained)</li> <li>○ Motion passes</li> </ul> </li> </ul>	Vote	Arturo
Budget Update	<ul style="list-style-type: none"> <li>● Doing well in finance. Excess of cash in checking that isn't working. Traci wants us to move cash into higher yield accounts. Gets our cash working for us. Need three years of budget on hand, but don't need it all in cash.</li> </ul>	No Action Required	Jenny
Committee Updates	Bernays <ul style="list-style-type: none"> <li>● Week before election is the goal for event</li> <li>● \$1K fundraising goals</li> <li>● Need to discuss the cost for Open Water and if that comes out of Bernays budget or admin.</li> </ul> D&I	No Action Required	



	<ul style="list-style-type: none"> <li>● D&amp;I should be involved in all events</li> <li>● How do we ensure D&amp;I is included? Lense of diversity in all member activities</li> <li>● Drafting guidelines for group</li> <li>● What are we doing outside of the organization?</li> <li>● Q2 – focus on Asian Americans</li> <li>● Expenses are higher this year</li> <li>● Want to allocate funds to pay speakers</li> </ul> <p>Professional Development</p> <ul style="list-style-type: none"> <li>● Elena: event ideas each quarter. March – something on navigating the PR workspace. Panel discussion/mixer</li> <li>● June – meet the boss mixer. Tie in folks from sectors</li> <li>● Summer mixer – journalists included             <ul style="list-style-type: none"> <li>○ Blake suggested adding silent auction</li> </ul> </li> </ul> <p>Quality Time</p> <ul style="list-style-type: none"> <li>● Great representation last year. There was a shortage on D&amp;I mentors. Event should be scheduled by next month.</li> <li>● Cheryl suggested we include APR language regarding points/renewal.</li> </ul> <p>Communications</p> <ul style="list-style-type: none"> <li>● Member community spotlight re the sectors</li> <li>● Collaborate with D&amp;I, other committees</li> </ul> <p>APR</p> <ul style="list-style-type: none"> <li>● Spring and fall APR bootcamp</li> </ul> <p>Membership</p> <ul style="list-style-type: none"> <li>● Taking on holiday breakfast</li> </ul>		<p>Anthony</p>
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	<ul style="list-style-type: none"> <li>• Demographic presentation at March meeting</li> <li>• WE want to be a service to the entire board regarding information</li> <li>• Monthly meeting – tell us about a member to tell a story about who we’re serving</li> </ul> <p>Arturo – please get budget to us by Friday, Feb. 16.</p>		
New Business	<p>Western District conference postponed. Challenges with funding and sponsorships. ICON was too close. Internal conversations to avoid this in the future</p> <p>Town hall meeting Feb. 22 ICON supersaver rate ends March 1</p>	No Action Required	
Adjourn	<ul style="list-style-type: none"> <li>• Meeting adjourned at 5:33 p.m.</li> </ul>		Arturo