



Call to Order: 4:33 p.m.
Adjournment: 5:29 p.m.

Led By: Blake Nelson
Secretary: Barbara Cosio Moreno

In Attendance (QUORUM) (14 voting, 2 non-voting):

1. Arturo Garcia Sierra, President Elect
2. April Tellez Green, Past President
3. Barbara Cosio Moreno, Secretary
4. Jenny Mehlow, Treasurer
5. William Lopez
6. Paulina Sierra
7. Amanda Nelson
8. Cheryl Robinson
9. Anthony King
10. Anne Buckley
11. Elena Gomez
12. Alexis Cortes
13. Karlene Sanchez
14. Julie Smith-Taylor, APR

Absent (4):

1. Blake Nelson, President
2. Monica Gil de Los Santos
3. Chris Jenkins
4. Sammi Reyes

Chapter Administrator: Blake Nelson, APR

Chapter Treasurer: Jenny Mehlow

Ethics Officer: Julie Smith-Taylor



| Agenda Item | Discussion | Action | Owner |
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| Call to Order/President's Update | <ul style="list-style-type: none"> ● Call to order ● Blake thanked the board for all the hard work every member has been doing: Bernays, Diverse Dialogues, Quality Time for PR Minds, all the Communications efforts | No action | Blake |
| President Elect's Report | <ul style="list-style-type: none"> ● Thanks Board for the vote to allow him to represent the SD/IC Chapter at ICON. ● Oct 13 - Assembly Delegate (agenda - we don't have yet - but he is voting on our behalf by proxy) ● Discussion about traveling to states that were banned by the State of CA for government workers. <ul style="list-style-type: none"> ○ Anne suggested writing a letter to National about the choices for the conference. UCSD is also a sponsor and wants to weight in. ○ Anthony said there may be some legislation saying that CA is lifting that ban ● Barb made a motion to write a letter to national about state workers not being allowed to attend due to anti-inclusive practices that are against PRSA DEI ethics. Jenny seconded the motion. Motion passed unanimously ● Arturo conducting interviews with board members for next year. Working on a strategic plan giving committees direction | Board Vote | Arturo |



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| <p>Budget Update</p> | <ul style="list-style-type: none"> ● Anyone have wish list of items that they wish they had budgeted for? ● Start thinking about how we could use that money for project initiatives | <p>No Action</p> | <p>Jenny</p> |
| <p>Secretary Update</p> | <ul style="list-style-type: none"> ● Approval of minutes from two months ● July Minutes <ul style="list-style-type: none"> ○ Cheryl made a motion, seconded by Paulina ○ Passed unanimously ● August Minutes <ul style="list-style-type: none"> ○ Anne made a motion, seconded by Arturo ○ Passed unanimously | <p>Board Vote</p> | <p>Barb</p> |
| <p>Community Outreach Committee Update</p> | <ul style="list-style-type: none"> ● William and Julie were looking forward to Quality Time for PR Minds held at Ignite Space - same location as last year ● Sept. 13 - 9 nonprofits signed up, 16 mentors (wanted 18) ● Event is intended to pair two volunteers with one nonprofit ● NP's included: Boys & Girls Club of SM, Olivewood Gardens, Star Pal, Balboa Partnership, Reality Changers, South Bay Sustainable Communities <ul style="list-style-type: none"> ○ Most requested needs: strategy, branding and media relations | <p>No Action</p> | <p>William & Julie</p> |
| <p>Bernays</p> | <ul style="list-style-type: none"> ● 76 submissions for awards ● Reaching out to our judging partners ● Special Awards deadline extended to Sept. 20 (low on submissions) ● Pivoting back to event logistics <ul style="list-style-type: none"> ○ Volunteer committee recruitment ● Sempra came on as a Diamond Sponsor | <p>No Action</p> | <p>Paulina</p> |



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| | <ul style="list-style-type: none"> • Anthony inquired about what volunteer needs are • Blake asked for special awards • Luis Cruz can't be an emcee - looking for other possible emcees | | |
| Committee Updates | <ul style="list-style-type: none"> • PD Planning an event for November • Diverse Dialogues Recap <ul style="list-style-type: none"> • Diverse Dialogues event was very successful - mix of agencies, the trans community and an all LGBTQ volunteer org • Two new brand new members showed up | No Board Action | Amanda/Barb |
| Ethics Update | <ul style="list-style-type: none"> • September is National Ethics Month • Beth Walsh, Todd Gable, Indra Gardner to join us for relaxed format Zoom event on 9/21 <ul style="list-style-type: none"> ○ What impact AI is having on our industry. ○ Why it's important to have ethics as a whole ○ How do you say no to people? • Will be promoted in the next newsletter the week of Sept. 18 | No Board Action | Julie |
| Adjourn | <ul style="list-style-type: none"> • Meeting adjourned at 5:29 pm | | Blake |