



Call to Order: 4:03 p.m. Adjournment: 4:41 p.m.	Led By: Barbara Moreno Secretary: Giovanna Castro
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In Attendance (majority for a quorum=12) (14 voting members, 3 non-voting attendees):

1. Barbara Cosio Moreno
2. Giovanna Castro
3. Jeanna Vazquez
4. Patrick Thelen, APR
5. Kara Handley, APR+M
6. Edgar Hopida
7. Shannon Boffa
8. Stephania Villar
9. Amanda Nelson
10. William Lopez
11. Rachel McGuire, MBA, APR,
12. Monica Gil dos Santos (non-voting)
13. Mariah Hugo (non-voting)
14. Julie Smith-Taylor, APR (non-voting)
15. Anne Buckley, APR

Absent (8): April Tellez Green, Hope Reilly, Patricia Maxwell Robertson, Jenny Mehlow, Elena Gomez (non-voting), Elizabeth Espinoza (non-voting), Kim Coutts, Megan Pinna, Arturo Garcia

Chapter Administrator: Maggie Padilla (non-voting)

Chapter Treasurer: Jeanna Vazquez

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 4:03 p.m. ● Barbara updated on Board recruitment to add Cheryl Robinson for PD Chair ● Anne mentioned how Cheryl Robinson, APR has many years in strategic communication. ● Barbara moved to Vote for Cheryl ● Anne seconded 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	Barbara Moreno
Approval of March 2022 meeting minutes (VOTE)	<ul style="list-style-type: none"> ● Barbara moved to approve March minutes ● Seconded by Jeanna 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	Barbara Moreno
Financial Update	<ul style="list-style-type: none"> ● Jeanna explained how the March P&L and Balance Sheet reflect that we are operating in a deficit right now. The Chapter does have a planned profit so we are hoping to get out positive by end of year. ● Tax returns have also been submitted. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Jeanna Vazquez
Secretary Update	<ul style="list-style-type: none"> ● Giovanna reminded Board committee plans were due on February 14. If committee has not submitted plan yet, please do so. Noted how all plans should be placed in the Google Shared Drive. The folder is under Admin > Committee Plans > 2022. We are still missing PD's committee plan 	<ul style="list-style-type: none"> ● No formal action taken or required 	Giovanna Castro



	<ul style="list-style-type: none"> ● Giovanna also reminded the group to please add events to the Chapter calendar in real time once date is secured. 		
APR Update	<ul style="list-style-type: none"> ● Patrick reminded the Board that April 15th will be an APR workshop which will focus on key steps needed to get APR accreditation. Workshop will have three panelists that have completed the accreditation process to share their tips. Anne will be a panelist at the event as well. ● Barbara stated how we have 20 people signed up so far. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Patrick Thelen, APR
Bernays Update	<ul style="list-style-type: none"> ● Kara gave a status update that we are in the middle of judging our sister chapter. We are also updating the call for entries and we are adding a new bronze category. Expected timeline is August 15 – mid-September. Judging in October and Bernays in early November. ● Theme - Emanating Excellence – would like approval from board. ● Barbara mentioned how she knows a few folks that want to volunteer for the Bernays award events. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kara
Membership Update	<ul style="list-style-type: none"> ● Rachel mentioned how we were able to connect Ada with Bernays and Membership committee. Also, Ashley has been connected with various committees to help as well. Caitlin is also assisting with the membership committee and creating a strategic plan for membership. ● Currently finalizing Survey Monkey and blurb on social media to increase engagement for survey so we can plan ahead. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Rachel/Mariah
Communications Update	<ul style="list-style-type: none"> ● Stephania mentioned how they are working on getting the website updated right now. ● Barbara thanks the communications team for being so responsive. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Megan/Shannon/Stephania



	<ul style="list-style-type: none"> ● Barbara mentioned how if any board members want to create a blog post that is also an option for board members. ● Board Instagram takeover is still in the works. 		
Community Relations & Advocacy	<ul style="list-style-type: none"> ● Dining out for Life Event (In-Person Mixer) -April 28 @ Park & Rec. A donation of proceeds will be donated towards the LGBTQ cause. ● Will worked with Barbara to plan the event. Park & Rec donated a space for the evening for everyone to come together and donate for a good cause. This is in alignment with our D&I initiatives. ● Amanda asked if the space is transit accessible – William mentioned he did not know. There are no trains or trolley. ● Quality Time – June 22 event will take place in person at the Better Business Bureau in San Diego. Kim is working on creating a non-profit list and we are also looking to include PRSSA students. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kim/William
D&I Update	<ul style="list-style-type: none"> ● Breakdown of remaining workshops with Janedra Sykes: ● Today - Learn more about what national is doing and look at definitions from 5-6 pm. ● Steering Committee meeting – May 16th at 5 pm. ● May 25th at 5 pm there is a separate D&I workshop to work on the work plan. ● June 8th at 5 pm – two hour commitment idea of sponsoring a board seat and Bernays effort. ● July 13th at 5 pm –editing policy and procedures. ● Steering Committee – July 25th at 5 pm. ● Update on National D&I Meetings – Edgar also had the opportunity to be at the National D&I meeting. Edgar was able to do a temperature check on the issues and all the D&I reps were in 	<ul style="list-style-type: none"> ● No formal action taken or required 	Edgar/Arturo



	<p>alliance about Icon taking place in Texas. Currently working on a letter.</p> <ul style="list-style-type: none"> ● D&I scholarship – they are encouraging all Chapter’s to donate. ● Two affinity groups up and running – black and Latino – Edgar dropped the links to the national site, more affinity groups to come up in the future. 		
Ethics Update	<ul style="list-style-type: none"> ● Julie is working on a blog post for this coming week which is based on a national event that is taking place – all about scenarios on what would one do for certain ethical situations. Julie will be providing a link to the national site to see the recorded webinar. ● September is national ethics month; Julie has identified a woman from the AZ chapter and hoping to have an event with her later this year. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Julie Smith-Taylor, APR
Professional Development Update	<ul style="list-style-type: none"> ● Next event is May 18th and it will be on strategic communications planning – essentially how you move from doing tactics to moving to decision maker. How to put together a strategic communication plan. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Amanda/Anne
Sponsorship Update	<ul style="list-style-type: none"> ● NV5 sponsorship is being processed now. Barbara continues to look for sponsors. Website was a big one – as it’s in-kind. Thanked Steven for coming on board with the website. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Barbara Moreno
Western District Conference	<ul style="list-style-type: none"> ● Western District is on the 28th in Hawaii. Barbara will be representing the Chapter. Other board members going include Jenny and Rachel. Will try to take photos. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Barbara Moreno



New Business	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • No formal action taken or required 	All
Adjourn	<ul style="list-style-type: none"> • Meeting adjourned at 4:41 pm 	<ul style="list-style-type: none"> • No formal action taken or required 	Barbara Moreno