



Call to Order: 4:35 p.m. Adjournment: 5:28 p.m.	Led By: Blake Nelson (filling in for April Tellez-Green) Secretary: Barb Moreno (Arturo Garcia-Sierra by proxy)
--	--

- In Attendance (majority for a quorum=12) (13 voting, 3 non-voting):**
1. Arturo Garcia Sierra
 2. Jenny Mehlow
 3. April Tellez Green
 4. Anne Buckley, APR
 5. William Lopez
 6. Patricia Maxwell Robertson
 7. Alexis Cortes
 8. Monica Gil dos Santos
 9. Anthony King, APR
 10. Amanda Nelson
 11. Cheryl Robinson, APR
 12. Julie Smith-Taylor, APR
- Absent (7):**
1. Blake Nelson, APR
 2. Adagray Willis, APR+M
 3. Barbara Cosio Moreno
 4. Ben Mendoza
 5. Elena Gomez
 6. Chris Jenkins
 7. Paulina Sierra
 8. Karlene Sanchez
 9. Sammi Reyes



10. Madeleine Baudoin Ghorashi

Chapter Administrator: Blake Nelson, APR

Chapter Treasurer: Jenny Mehlow

Ethics Officer: Julie Smith-Taylor

Agenda Item	Discussion	Action	Owner
Call to Order/President's Update	<ul style="list-style-type: none"> ● Call to order ● Roll call ● Western District Awards ● Please attend our events 	No action	Blake
Treasurer Update	<ul style="list-style-type: none"> ● Question: A payment came in via Square without name ● Anne: UCSD in the process of payment for their Platinum Sponsorship ● March 6 for \$15 and March 7 for \$150 payments came in looking for alignment with what these were for. April confirmed these are likely from professional development events. ● Treasurer still owes finalized budget for 2023 ● We will have a budget to vote on in the May meeting 		Jenny



Secretary	<ul style="list-style-type: none"> No quorum - we will table voting on the minutes 	We will do a virtual vote or vote during the May meeting	Barb
APR	<ul style="list-style-type: none"> Hosted informational webinar last month Five people have applied and have gotten their passage through the APR process Three candidates from those have asked for mentors – Anne matched participants with mentors Anne attended an APR national meeting 	<ul style="list-style-type: none"> No formal action taken or required 	Anne
Bernays	<ul style="list-style-type: none"> Looking at hosting event at SDSU; they have a hold Scott Pansky from Allison and Partners might be the keynote to talk about membership Looking at three dates -- most likely: Thursday, October 26 Looking into opening student awards call for entries a month earlier, working with the Broom Center to get juniors and seniors to submit their projects Call for judging Oklahoma PRSA chapter's awards will start soon South Carolina will be judging the San Diego and Imperial Counties chapter Call for entries will go out in April for students Business awards: Call for entries begins August 1, with the early bird rate from August 1 – 15; the standard rate from August 16 – September 1; and late entries on September 2 – 8. April will look into timelines from years in the past to see if we need more than four weeks -- April found 2019 timelines, where people got nine weeks time to submit 	<ul style="list-style-type: none"> No formal action taken or required 	Jenny



Membership and volunteer	<ul style="list-style-type: none"> • We are steady at 199 with our numbers • About our new members: Nonprofit, higher ed and health sectors • Members who have dropped majorly are one-year members 	<ul style="list-style-type: none"> • Needs to get into SurveyMonkey and sent a verification code to the chapter email 	Anthony
Communications	<ul style="list-style-type: none"> • Team kept moving while Monica was out on vacation • Website: Worked with Anthony to remove language under outdated mentorship program; Monica will add information for people know the program will exist again in the future • Social media: Chris is working on copy and graphics • Newsletter: It's currently in production • D&I newsletters will be linked on the website via the D&I landing page 	<ul style="list-style-type: none"> • Seeking update from D&I on updates on revised newsletter; Alexis sent new version to the communication s team today 	Monica
Community Relations	<ul style="list-style-type: none"> • Selected date for Quality Times: September 13 at the Better Business Bureau Office • Committee created graphics to promote <p>Dining out for Like - April 27: We will invite PRSA members at a participating restaurant. Park & Rec agreed to host us again. PRSA to conduct check-in, name tags and ensure there is signage.</p>	<ul style="list-style-type: none"> • Team to figure out who will handle check-in via Slack channel 	William/PJ/Sammie



Diversity and Inclusion	<ul style="list-style-type: none"> ● Get new Diverse Dialogues event locked in for May 25 at JPR 	<ul style="list-style-type: none"> ● No formal action taken or required 	Alexis/Ben
Ethics	<ul style="list-style-type: none"> ● Communications committee put out a survey about the chapter's ethics program ● Survey currently has a 10% response from membership ● Working on the April blog ● Will be co-hosting a celebration of life for Diane Lofgren, APR, PRSA Fellow who is a former PRSA SD/IC past president in Del Mar ● Legends: On May 3, the group will have the first event of the year at the Zoo. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Julie
Professional Development	<ul style="list-style-type: none"> ● 44 people registered to the March crisis communications webinar ● They are looking at early June for a workshop about diversity of roles and positions in PR ● Looking to try out months where they provide professional development content via blogs and social media -- not necessarily workshops, panels or webinars 	<ul style="list-style-type: none"> ● No formal action taken or required 	Cheryl/Amanda
Diversity and Inclusion	<ul style="list-style-type: none"> ● Shifting date to May 25 for an event BIPOC or LGBTQ+ <ul style="list-style-type: none"> ○ Diverse Dialogues Series ● Open to suggestions on speaker ideas ● Blake recommended touching base and collaborating with PD on event coordination 	<ul style="list-style-type: none"> ● No formal action taken or required 	Alexis/Ben



Ethics	<ul style="list-style-type: none"> • Working on survey and working with Comms Committee to get that out and promoted • Working on finalizing committee plan • Working on a blog post for this month • Diane Loughran celebration of life for her in Del Mar, Saturday morning • May 3 evening Legends event, \$25 pp, includes food and one drink, located at the Zoo, Georganne Irvine (author) 	<ul style="list-style-type: none"> • No formal action taken or required 	Julie
Professional Development	<ul style="list-style-type: none"> • Crisis communications event coming up on March 21 • Want to get a meeting on the calendar to discuss how PD can collab with other committees on the board • April will be APR month - not sure what we have planned - will reach out to Anne and get something set up 	<ul style="list-style-type: none"> • No formal action taken or required 	Elena/Amanda/Cheryl
Sponsorship	<ul style="list-style-type: none"> • Arturo will circulate updated deck to the whole board 		Arturo
Adjourn	<ul style="list-style-type: none"> • Meeting adjourned at 5:28 pm 	<ul style="list-style-type: none"> • No formal action taken or required 	April