



**Call to Order: 4:02 p.m.**  
**Adjournment: 5:04 p.m.**

**Led By:** April Green  
**Secretary:** Giovanna Castro

**In Attendance (majority for a quorum=12) (14 voting members, 3 non-voting attendees):**

1. April Tellez Green
2. Barbara Cosio Moreno
3. Hope Reilly
4. Patrick Thelen, APR
5. Jenny Mehlow
6. Kara Handley, APR+M
7. Kim Coutts
8. Edgar Hopida
9. Megan Pinna
10. Shannon Boffa
11. Stephania Villar
12. Arturo Garcia
13. Amanda Nelson
14. Anne Buckley, APR
15. Monica Gil dos Santos (non-voting)
16. Mariah Hugo (non-voting)
17. Julie Smith-Taylor, APR (non-voting)

**Absent (3):** Patricia Maxwell Robertson, William Lopez, Rachel McGuire, MBA, APR, Elena Gomez (non-voting), Elizabeth Espinoza (non-voting)

**Chapter Administrator:** Maggie Padilla (non-voting)

**Chapter Treasurer:** Giovanna interim

**Ethics Officer:** Julie Smith-Taylor, APR, (non-voting)



Agenda Item	Discussion	Action	Owner
Call to Order	<ul style="list-style-type: none"> <li>● Meeting called to order at 4:04 p.m.</li> <li>● Budget worksheets + honor pledges – almost complete, EC is working to discuss it with accountant next week.</li> <li>● Board recruitment update (treasurer and PD co-chair) – we are looking for a new PD co-chair and treasurer. April spoke with Sherice in Imperial County and she has accepted the position of professional development co-chair to represent Imperial counties.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	April Green
Approval of January 2022 meeting minutes (VOTE)	<ul style="list-style-type: none"> <li>● Giovanna Castro moved to approve minutes</li> <li>● Seconded by Hope</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 0 abstain</li> <li>● <b>Motion passes</b></li> </ul>	Giovanna Castro
Secretary Update	<ul style="list-style-type: none"> <li>● Giovanna reminded board that all committee plans are due by Monday, February 14. Noted to please save committee plans in the Google shared drive located in the Admin, then committee plan folder, 2022. All 2021 committee plans are located in the Google Drive for reference.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Giovanna Castro
Financial Update	<ul style="list-style-type: none"> <li>● Total income YTD is \$1,617.19 with total expenses YTD at \$9,983.65. Please note that includes the chapter administrator’s salary, as well as the D&amp;I consultant fees.</li> <li>● Friendly reminder that we have yet to receive all of the budget worksheets – we are still missing the Bernays and Diversity &amp; Inclusion. Please update in the folder and check your committee off of the list as soon as possible. The executive committee will be meeting early next week to review.</li> <li>● Barbara noted that D&amp;I plan was turned in yesterday.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Giovanna Castro



<p>APR Update</p>	<ul style="list-style-type: none"> <li>● Currently a member is going through the accreditation process and about to do her presentation (summary of public relations plan) in April. Patrick is waiting for preferred date and he will be scheduling (there is always three people that will be listening to the presentation).</li> <li>● In April, Patrick will be conducting an online APR information session. Idea is to let members know about the APR process and how long it takes to prepare.</li> <li>● Julie suggested that a panel would be really effective. Someone that has just been through the program to share their thoughts would also be a benefit.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Patrick Thelen, APR</p>
<p>Bernays Update</p>	<ul style="list-style-type: none"> <li>● Kara shared OpenWater has been paid and Bernays is ready to go. She also mentioned that we will be judging the Chicago chapter in April and she is looking for more judges to help. She called for members to reach out to her if they are interested.</li> <li>● Giovanna updated on the D&amp;I + Bernays meeting that took place including the creation of new categories for non-profits in the Call for Entries.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Jenny Mehlow, Kara Handley, Patricia Maxwell</p>
<p>Communications Update</p>	<ul style="list-style-type: none"> <li>● Megan shared that the Meet the Board graphics have been rolling out on social. And how we also added member Pro Tip articles on the newsletter.</li> <li>● April asked if we should put out a call for content.</li> <li>● Barbara mentioned how Bernays sponsors from last year are still owed a blog post. Part of sponsorship is a blog post.</li> <li>● Stephania mentioned if there are ideas from the board to share to the committee.</li> <li>● Shannon also mentioned any resources to send their way.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Megan/Shannon/Stephania</p>

Community Relations & Advocacy	<ul style="list-style-type: none"> <li>● Looking on planning Quality Time in person sometime in April.</li> <li>● Will put a call for non-profits into newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Kim Coutts
D&I Update	<ul style="list-style-type: none"> <li>● D&amp;I committee is meeting to finalize plan.</li> <li>● Meeting with consultant to map out year as well.</li> <li>● Edgar went to first liaison meeting – they shared a diversity tool kit and he is not sure if everyone received. He shared to board.</li> <li>● Arturo is in the process of moving committees.</li> <li>● Arturo noted a new category for non-profits for Call for Entries and not for D&amp;I.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Edgar/Arturo
Ethics Update	<ul style="list-style-type: none"> <li>● Julie is putting together a column about ethics for next newsletter.</li> <li>● Mentioned there are great resources on the national level, also quiz that can be taken so PR professionals can learn more about ethical programs.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Julie Smith-Taylor, APR
Membership Update	<ul style="list-style-type: none"> <li>● Membership Mixer for March 10 at 5:30 pm. It will be virtual and committee will use it as an opportunity for everyone to mix and mingle. Any suggestions reach out to Rachel and Mariah.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Mariah Hugo/Rachel McGuire
Professional Development Update	<ul style="list-style-type: none"> <li>● Doing an event on student voices Friday, March 4 at noon to 1 p.m. Will be a panel on the next generation of PR pros.</li> <li>● Anne has proposed Strategy is Your Friend an online virtual PD event that will demonstrate the value of a strategic communication plan. How a plan boosts credibility, etc.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Arturo/Amanda/Anne
Sponsorship Update	<ul style="list-style-type: none"> <li>● UCSD is coming on as a platinum sponsor. April thanked Anne for coming on to support the chapter.</li> <li>● Bronze sponsorship NV5.</li> <li>● Reliance PR \$500 APR sponsorship.</li> <li>● Rachel \$500 sponsorship for membership mixer.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	April Green/Barbara Moreno

<p>SDSU Student Presentation</p>	<ul style="list-style-type: none"> <li>● April welcomes Ashley from San Diego State University who did a SWAT analysis on the Chapter. Purpose was so Board can better understand how to foster engagement and D&amp;I efforts.</li> <li>● Ashley mentioned how she researched Chapter and noted strengths and weaknesses.</li> <li>● Weaknesses noted included events planned only a few weeks in advance. Social media presence– lack of engagement with students and lack of involvement with D&amp;I. She mentioned how students gain most information from social media (job board can be utilized more).</li> <li>● Threats to the Chapter mentioned included how members can obtain PR resources and jobs for free on LinkedIn and from local competitors as well.</li> <li>● Key members being overlooked include PRSSA members, current members – young professionals, potential new members – young professionals, former members, current members - established professionals, potential new members – established professionals.</li> <li>● Ashley noted several ideas to engage members including networking events for younger professionals, Women in PR event, and survey members about guest speakers.</li> <li>● She recommended the Chapter improve advertising efforts/hosting events for potential new members. Also, improving search engine optimization. She also recommended promoting member benefits for example APR 101 – having a webinar and improving knowledge of diversity among board.</li> <li>● Noted on encouraging member turnout to events – including adding event pricing to membership dues. When there is a cost associated with an event people are more hesitant to sign up. Also having more events with different time options and venues.</li> <li>● Shared examples of flyers and Instagram posts</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>SWOT analysis</p>
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	<ul style="list-style-type: none"> <li>● Jenny noted the cost of members to go to events – people that are paying for membership and events on top of everything else is a real barrier for people.</li> <li>● Anne said it was extremely well done.</li> <li>● Ashley goal was to view what she wanted to see and what other new professionals are looking for.</li> <li>● Barbara very proud on work on D&amp;I. Appreciated energy about being a member. Important piece about new professionals – find mentors and networking skills is vital.</li> <li>● Patrick added that it's a great opportunity to hear from and learn from her Ashley.</li> </ul>		
Western District Update	<ul style="list-style-type: none"> <li>● San Diego is host city in 2025.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Barbara Moreno
Las Vegas D&I Presentation	<ul style="list-style-type: none"> <li>● 1<sup>st</sup> or 2<sup>nd</sup> week of March they will be joining in via Zoom to give tips about the D&amp;I work in San Diego.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Barbara/Arturo
New Business	<ul style="list-style-type: none"> <li>● April met with PRSA CEO. Discission points included D&amp;I – voices for everyone. CEO mentioned how there were great issues raised –and how she never saw it. Also spoke about affinity groups and 75th anniversary.</li> <li>● April is serving external relations chair for public relations council for UCSD.</li> <li>● Anne is very happy to see this new council take place.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	All

Adjourn	<ul style="list-style-type: none"><li>• Meeting adjourned at 5:04 p.m.</li></ul>	<ul style="list-style-type: none"><li>• No formal action taken or required</li></ul>	April Green
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