



**Call to Order: 4:03 p.m.**  
**Adjournment: 5:03 p.m.**

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

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

1. April Tellez Green
2. Barbara Cosio Moreno
3. Jeanna Vazquez
4. Jenny Mehlow
5. Kara Handley, APR+M
6. Megan Pinna
7. Shannon Boffa
8. William Lopez
9. Rachel McGuire, MBA, APR
10. Arturo Garcia Sierra
11. Cheryl Robinson
12. Mariah Hugo (non-voting)

**Absent (12):** Hope Reilly, Patrick Thelen, APR, Patricia Maxwell Robertson, Stephania Villar, Kim Coutts, Edgar Hopia, Amanda Nelson, Anne Buckley, APR, Julie Smith-Taylor, APR (non-voting), Elena Gomez (non-voting), Elizabeth Espinoza (non-voting), Monica Gil dos Santos (non-voting)

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

**Chapter Treasurer:** Jeanna Vazquez

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



Agenda Item	Discussion	Action	Owner
<p>Call to Order/President's Update</p>	<ul style="list-style-type: none"> <li>● Meeting called to order at 4:03 p.m.</li> <li>● Letter to National re: ICON location (sent June 2)</li> <li>● April noted displeasure of it taking place in Texas this year. PRSA National has background materials that they will be distributed to the chapter to better explain their decision on hosting it in Texas.</li> <li>● April asked for support on promoting Quality Time for PR Minds event on Board's social media channels</li> <li>● April held a poll to see interest in getting together in person (either mid-year retreat or happy hour). Thanked everyone for their efforts. Everyone voted yes, and April noted how chapter will put something together for July.</li> <li>● April welcomed any comments on serving on Board – invited everyone to reach out to her.</li> <li>● VOTE: ICON attendance, Arturo representing Chapter.</li> <li>● Arturo was invited to speak at ICON on the D&amp;I initiatives.</li> <li>● Due to a limited budget, he will be the sole attendee</li> <li>● Arturo stated that they do not have the presentation framework yet but will join a panel with other d&amp;i professionals.</li> <li>● Vote to take place electronically via Slack due to non-quorum.</li> <li>● Arturo mentioned that it is really him as a representative of the work that has been done by the Chapter. Arturo thanked everyone.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>April Green</p>



<p>Approval of March 2022 meeting minutes (VOTE)</p>	<ul style="list-style-type: none"> <li>● April to drop the May minutes for approval in the Slack channel for a vote.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>April Green</p>
<p>Financial Update</p>	<ul style="list-style-type: none"> <li>● May P&amp;L and Balance Sheet review – we are already over 1K in sponsorship for this year. We are also over on income goals for the job board. Jeanna noted that this puts us in a very good situation for our budget this year.</li> <li>● Jeanna offered to go over the P&amp;L budget with anyone that needs help in dispersing the information. We are currently operating in a profit of \$53. We still have a planned profit of \$1500 by EOY.</li> <li>● Jeanna sent Kudos to everyone</li> <li>● PRSSA ICON Eva Irving Student Grant – Jeanna explained how we had \$2,600 in funds sitting in a memorial account and we transferred it to a PRSA foundation. This year, the plan is to send two students to Icon. We have contacts at 4-year and -2-year colleges. Jeanna mentioned that she will be connecting with the communications team to promote the sponsorship and will work with D&amp;I to collaborate as well.</li> <li>● Jeanna noted that once we make the application public applications are sent to the president directly, reviewed with executive committee, then presented to the Board and chosen.</li> <li>● Plan is to highlight the students that are chosen. There are other grant opportunities for flights and hotels.</li> <li>● Arturo asked if we ever considered doing one ticket which includes flight and stay for one person instead of only registration for two people.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>Jeanna Vazquez</p>



	<ul style="list-style-type: none"> <li>● Barbara said that it falls into an endowment – we get the \$ to buy the tickets</li> <li>● Jeanna noted that we must use the money for specific reasons due to it being in a PRSSA foundation. Once fund is up, we won't be at their mercy anymore.</li> <li>● April thanked Jeanna and is excited to partner with D&amp;I</li> </ul>		
APR Update	<ul style="list-style-type: none"> <li>● April mentioned how we had one applicant go through the panel presentation in May</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	April Green
Bernays Update	<ul style="list-style-type: none"> <li>● Kara noted that Bernays team is finalizing the Call for Entries and how the committee added a new Bronze award. She noted how they are also working on sponsors and will be working with comms team for promotional plan.</li> <li>● Jenny mentioned that Bernays has a request out for the SDSU Alumni event space for Nov 15. Call for entries will be open from August 15 – Sept 15. Parking is an additional fee.</li> <li>● Jeanna mentioned about partnering with MTS to encourage ridership and carpooling to the event. Barbara mentioned they can be a potential sponsor for the event.</li> <li>● Cheryl mentioned that it might be better for everyone to pay for their own parking instead of baking it in.</li> <li>● William – make it clear that there is an additional cost for parking.</li> <li>● Barbara thanks we should ask MTS for sponsorship. She mentioned that there is a spot in Grossmont that also has a few spots for parking.</li> <li>● April asked about income budget \$7,500 for attendance and \$9,600 for entry fees. North of 200 capacity for venue space.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Kara/Jenny Mehlow



	<p>Action item – to do math on back end to hit pricing. Jeanna mentioned 150 people &gt; \$7,500 &gt; \$50 per ticket.</p> <ul style="list-style-type: none"> <li>● Barbara asked how many people went last year.</li> <li>● There were 109 attendees in 2018 and 211 attendees in 2019</li> </ul>		
Membership Update	<ul style="list-style-type: none"> <li>● Rachel mentioned that the membership survey is ready to go, she just binged Jeanna with a quick question, and she will be sending up to executive team to get the greenlight to move forward.</li> <li>● Rachel noted that if any volunteers are needed, an idea of what that would like it would be super helpful – how many hours and what we are looking forward i.e., write social media content, day-of event assistance.</li> <li>● Mariah and Ada are working on mentorship program together and putting together the outline to beef it up. Membership team will also send the website copy to the comms team. She noted outreach will start in August.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Rachel/Mariah
Communications Update	<ul style="list-style-type: none"> <li>● Board Member Takeovers – Arturo took over PRSA’s Instagram for the Chapter’s first takeover. Comms team will be sending out a sign-up sheet for the entire Board to see what times are available and figure out the times, etc.</li> <li>● Shannon noted about doing something for Pride that they want to feature some of our LBGTO board members.</li> <li>● Megan mentioned how we have a new feature to create forms and quizzes on our website. Thank you to Patricia for helping.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Megan/Shannon
Community Relations & Advocacy	<ul style="list-style-type: none"> <li>● William gave update for Quality Time for PR Minds - June 22 event and there are 22 non-profits signed up. Goal is to prepare each non-profit with two PR professionals. We have work to do in</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	William



	<p>getting more professionals signed up to help. Mentioned there will be a final walk-through next Monday for event space. Novo is providing kombucha and everything else will be split with Alternative Strategies and Civilian.</p> <ul style="list-style-type: none"> <li>● William asked Rachel and Mariah to help garner necessary PR professionals and for Board members to share on their social media pages to volunteer.</li> <li>● William thinks we should focus on our PR membership to recruit volunteers. Rachel mentioned that Stacy would push out the ask to her social media channels.</li> <li>● POLL: Surfrider Foundation cleanup event – April will be putting on Slack after the fact.</li> </ul>		
D&I Update	<ul style="list-style-type: none"> <li>● Arturo is working on a multi-event series with a target audience that have a craft that will eventually lead them to PR. 15 non-members per event is our goal. Another objective is to engage two agencies to sponsor D&amp;I folks in the feature.</li> <li>● Barbara mentioned new space for a Pride mixer. It would be fun to get together. Looking at July 20<sup>th</sup> as date.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Arturo
Ethics Update	<ul style="list-style-type: none"> <li>● N/A</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	N/A
Professional Development Update	<ul style="list-style-type: none"> <li>● Cheryl thanked Arturo for participating at strategic communications workshop. They are working on meeting on the next couple of weeks to get next events mapped out for the rest of</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Cheryl



	the year. Also shout out to Jeanna for bringing up crisis communication idea.		
New Business	<ul style="list-style-type: none"> <li>• N/A</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 5:03 pm</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required</li> </ul>	April Green