



Call to Order: 4:32 p.m.
Adjournment: 5:21 p.m.

Led By: Blake Nelson, APR
Secretary: Barb Moreno (April Tellez Green by proxy)

In Attendance (majority for a quorum=12) (13 voting, 3 non-voting):

1. Blake Nelson, APR
2. Arturo Garcia Sierra
3. Jenny Mehlow
4. April Tellez Green
5. Anne Buckley, APR
6. Adagray Willis, APR+M
7. William Lopez
8. Patricia Maxwell Robertson
9. Ben Mendoza
10. Alexis Cortes
11. Monica Gil dos Santos
12. Anthony King, APR
13. Elena Gomez
14. Karlene Sanchez
15. Sammi Reyes
16. Julie Smith-Taylor, APR

Absent (6):

1. Barbara Cosio Moreno
2. Chris Jenkins
3. Paulina Sierra
4. Amanda Nelson
5. Cheryl Robinson, APR



6. Madeleine Baudoin Ghorashi

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"> Welcome Kristin Blake had to step down from board due to lapsed membership, company no longer sponsors this for her, she will rejoin when and if she can Arturo will serve as as our second assembly delegate at ICON, we need two (one per 100 chapter members) Reminder on event attendance, the board needs to show up for our events to show our support of the community and our sponsors, encourage everyone to try and join when they can | No formal action taken or required | Blake |
| Financial Update | <ul style="list-style-type: none"> Budget is coming along We've consulted with Bill Gay to ensure we have all the checks and balances are there Thank you to all the committees for getting their plans in Blake - probably need to vote on the budget electronically | No formal action taken or required | Jenny |
| Secretary | Vote on board meeting Anthony already spoke with Rachel | VOTE <ul style="list-style-type: none"> All in favor | April |



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| | <p>Survey Monkey</p> <p>VOTE: Board meeting minutes</p> | <ul style="list-style-type: none"> • O opposed • O abstain | |
| Sponsor Update | <ul style="list-style-type: none"> • Check came in from Southwest Strategies | <ul style="list-style-type: none"> • No formal action taken or required | <p>Mariah</p> |
| Advocacy Discussion | <ul style="list-style-type: none"> • Arturo and the EC have been discussing how to proceed when it comes to advocacy • Discussions have taken place to move from CR&A to D&I committee • National and western district peers will be contacted to see what they are doing and how we can and potentially should proceed • Anne: Recommends that we keep advocacy mission-based • Also looked at the D&I statement and promise we made to our members • Will have a more robust update in the coming months | <ul style="list-style-type: none"> • Arturo | <p>Shannon/ Monica Stephania</p> |
| APR Update | <ul style="list-style-type: none"> • Hosted APR information session • One candidate has completed the application process • April Green applied for the APR and has been accepted | <ul style="list-style-type: none"> • No formal action taken or required | <p>Anne</p> |
| Bernays Update | <ul style="list-style-type: none"> • Have not met recently but something will be set up this month • Registration for Open Water • Might be moving to a different venue, will make a recommendation on this within a month from now • Judging: we've been in the pool for PRSA national judging pool | <ul style="list-style-type: none"> • No formal action taken or required | <p>Jenny/Ada</p> |



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| | <ul style="list-style-type: none"> • The sister chapter (Oklahoma) we'll be judging won't be until August • Speaker, still zeroing in: Scott Pansky has been contacted as a potential keynote speaker • Format is going to be similar, in-person event this year • Arturo asked when the venue would be finalized • Sammi: volunteers, will find volunteers from PRSSA for us, can organize carpools if the location is moved off campus | | |
| <p>Membership Update</p> | <ul style="list-style-type: none"> • Anthony getting up to speed on reporting, which is robust which is great • After the 5th of the month, finalized from the month prior, ended Feb. just under 200 • Looking at March, we're up a little higher • Hoping to keep that momentum, part of Anthony's plan is to keep membership above 200 <ul style="list-style-type: none"> o One drop is an APR, Anthony will follow up with them personally o Only dropped from the chapter and not national | <ul style="list-style-type: none"> • No formal action taken or required | <p>Julie</p> |
| <p>Communications Update</p> | <ul style="list-style-type: none"> • Monica will be out of the country, returning March 28 • Keep entire committee copied on communications to ensure everyone gets the memo and they can swap duties as needed • Women's History Month asked folks to submit nominations of women they'd like to highlight • Blake: Love to be doing live social during the events, coordinate with others on the board to cover | <ul style="list-style-type: none"> • No formal action taken or required | <p>Monica/Karlene</p> |



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| | <ul style="list-style-type: none"> • Used to always share the video recordings, Blake will be sending that to Monica and team for posting on YouTube and promotion (APR Info Session) | | |
| Community Relations | <ul style="list-style-type: none"> • Sept. 13 is the tentative date, keeping flexible for now • Accountability for nonprofits to show up, take credit card and put a hold • Consider adding verbiage of the 48 hour time limit on cancellations <ul style="list-style-type: none"> o Jenny mentioned that we put a hold of \$100, set up different option on Eventbrite, get the charge reimbursed o Chapter admin was responsible for reimbursing in person at the event o Recruiting non-members and members to participate, when nonprofit signed up, gave them information on org, and charged them \$100 • Kim N. from the SD Chamber will help promote to local nonprofits • Looking at the same venue as last year, contact no longer there, but before her departure | <ul style="list-style-type: none"> • No formal action taken or required | William |
| Community Relations (Cont.) PRSSA | <ul style="list-style-type: none"> • Current president at PRSSA • Bring back the bridge between these two chapters • If you have any jobs at your orgs • Have final volunteers for the professional development night (5 PRSA board members) • They'll be running mock interviews | <ul style="list-style-type: none"> • No formal action taken or required | Sammi |



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| | <ul style="list-style-type: none"> • Within the next month, relaunching their blog and looking to cross-post on chapter blog and vice versa (carry over idea from 2022) | | |
| 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"> o 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 |
| Adjourn | <ul style="list-style-type: none"> • Meeting adjourned at 5:21 pm | <ul style="list-style-type: none"> • No formal action taken or required | Blake |