



Call to Order: 4:02 p.m.
Adjournment: 5:03 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. Kara Handley, APR+M
6. Kim Coutts
7. Edgar Hopida
8. Megan Pinna
9. Shannon Boffa
10. Stephania Villar
11. Arturo Garcia
12. Amanda Nelson
13. William Lopez
14. Rachel McGuire, MBA, 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, Jenny Mehlow, Anne Buckley, 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"> ● Meeting called to order at 4:02 p.m. ● Board recruitment update (treasurer and PD co-chair). April has a meeting with Claudia Chow with Scatena Daniels Communication to join as PD co-chair and will let everyone know the outcome. ● VOTE: Jeanna Vazquez returning to serve as Treasurer in 2022. April mentioned how Jeanna has offered to help with the budget and would like us to vote on Jeanna becoming Treasurer again for 2022. ● Hope fully supports Jeanna rejoining. She noted how it's a super important role and one of two roles that are legally required for a board. ● Arturo mentioned how Jeanna was the lead for PD and that she was great. Arturo also mentioned how he would love to learn about budgeting ● April move to make a motion for Jeanna as Treasurer. Seconded by Hope. ● Jeanna introduced herself – comm/relations manager for UCSD Health. Member of PRSA SD/IC for over seven years. Fourth year serving on the board. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	April Green
Approval of February 2022 meeting minutes (VOTE)	<ul style="list-style-type: none"> ● Giovanna Castro moved to approve February minutes. ● Seconded by Hope. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	Giovanna Castro

<p>Financial Update</p>	<ul style="list-style-type: none"> ● Draft 2022 Budget Review – budget is on Google drive. Jeanna plugged in all the numbers from the committee budgets. Jeanna noted that the catering expense for Bernays was doubled to \$8,400. ● We are currently in a planned deficit for a little over a thousand dollars (\$1,092.96). Chapter will probably lose money again this year – for good reasons as we are investing in our chapter. ● Barbara noted there is a \$1,000 pending sponsorship for NV5. ● Jeanna noted that once sponsorships are processed, they become actuals in the P&L. Traci our accountant is in charge of all of it. ● April noted that we did approve most budgets from the committee. And how all social media budgets were put into the communications budget instead of a line item for each committee. ● Arturo mentioned how he asked for a \$150 for a graphic designer for the summer series and wanted to know the status. April to connect with Arturo on status offline. ● Barbara mentioned chapter does have to make money – that is why we have a budget. ● William mentioned that his agency can design the summer series at no cost – if needed - to just let him know and they can design it. ● April formally makes a motion to approve the 2022 draft budget for the chapter. Kim seconds it. ● Jeanna will let the accountant know that it has been approved to finalize. 	<ul style="list-style-type: none"> ● Motion Made ● 0 oppose ● 0 abstain ● Motion passes 	<p>Jeanna Vazquez</p>
<p>Secretary Update</p>	<ul style="list-style-type: none"> ● Giovanna reminded Board that the 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. As of today, there are no plans submitted. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Giovanna Castro</p>



	<ul style="list-style-type: none"> ● Also, please add your events to the Chapter calendar in real time once date is secured. ● Arturo asked if the committee needs a template and Giovanna let him know that all passed plans are in the Google Shared Drive. 		
APR Update	<ul style="list-style-type: none"> ● APR Workshop – April 15th there is a one hour information session that is targeting anyone that is thinking about or open to becoming APR certified. The whole goal is to give people information about the process – panel presentation and computer based test. There will be three panelists that have completed the process that will share their tips. They will all be there to share their experiences this event will be very interesting. ● April noted that APR requirement will no longer be required for national service of the PRSA Chapter. It will not be returning this year on the bylaws but it may return in the future. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Patrick Thelen, APR
Bernays Update	<ul style="list-style-type: none"> ● Kara noted how a meeting took place last year with the Chicago Chapter. She will be sending an email to all the judges via OpenWater. ● Giovanna mentioned how they are going to have a full on Bernays event this year – not hybrid what was originally planned. ● Arturo would like to have a D&I meeting with Bernays. ● April opened up the discussion for theme ideas and to let the Bernays committee know of any ideas. ● Barbara – we don’t know what the venue will look like. Maybe the theme can be more about what we do and the diversity work we are working on. ● Category Arturo proposed has been approved by the Executive Committee. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kara



<p>Membership Update</p>	<ul style="list-style-type: none"> ● New volunteer: Ashley Frenchman – Rachel had a really great meeting with Ashley who will be doing follow ups to the committees on how she can assist. Specifically, would like to do a new grad mixer. ● Committee is working on the annual surveys for members. Will be sending to the Executive Committee shortly for review. ● Membership mixer tomorrow – April will be giving introductions at the start. Giovanna will be helping with the program tomorrow. ● Barbara thanked Rachel and Mariah for all their hard work. Really big on the why. Engage nonprofit folks, talk about what we are doing -including the D&I work we are doing, getting them excited about the Bernays. Really good opportunity to recruit new members. ● April thanks committee for all their efforts. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Rachel/Mariah</p>
<p>Communications Update</p>	<ul style="list-style-type: none"> ● Shannon thanked Rachel and Mariah for helping with communications about the transition for social media. Noted that they did start a Facebook event page for tomorrow’s mixer if Board wants to sure on social media pages. ● Board Instagram takeovers – Idea is to have one or two a month to share your day and what you’re working on. Ashley is also helping with the social media. ● Amanda noted that they are looking for a new developer for our website – with experience with Aveda Live a plugin for WordPress. ● Amanda also mentioned how they are looking to start a blog series and they will be promoting themes each month. Noted how they will be looking from content from board members – how do we cope from stress in the field of PR. If someone wants to write a blog post – please let her know. Looking for new blog posts by March 21. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Megan/Shannon/Stephania</p>



	<ul style="list-style-type: none"> ● April – if anyone has a web developer that can assist on retainer that would be fantastic. 		
Community Relations & Advocacy	<ul style="list-style-type: none"> ● Planning Quality Time –Kim is having roadblocks trying to find a venue. Flexibility in seating is a plus and a venue that can hold 100 people . Planning for second or third week of May – would like to do indoors. If anyone has any leads let her know. ● April wants to make sure it’s still on our radar for community college outreach. Kim mentioned that it is still on her to-do list. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Kim/William
D&I Update	<ul style="list-style-type: none"> ● This year’s ICON series was not represented of D&I efforts since it’s being held in Texas. Edgar is drafting a letter (possibly addressed to national) to be cognizant of who we have host our conferences. We want to make sure it’s hosted in a place that values D&I. ● Arturo – comments from group before we do anything like this? ● Breakdown of remaining workshops with Janedra Sykes: ● April 13 - 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 asking national. ● July 13th at 5 pm – there is a standalone – editing policy and procedures. ● Steering Committee – July 25th at 5 pm. ● Arturo mentioned how he also wants to have a discussion on D&I and Bernays. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Edgar/Arturo



Ethics Update	<ul style="list-style-type: none"> ● 12% open rate for ethics blog that was posted last month. ● Would encourage everyone to take the ethics quiz. ● Next month she will be focusing on advocacy. Asked board if anyone has any ideas about advocacy, please let her know. 	<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"> ● April mentioned how there was a successful event last week – good attendance and dialogue. It was really inspiring to hear from everyone. ● Arturo thanked Mariah for being a panelist. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Amanda/Anne
Sponsorship Update	<ul style="list-style-type: none"> ● Barbara mentioned that conversations continue, we are trying to look for a website sponsor but cannot really seal the deal until the website is fixed. Barbara is hoping to reach out to people as well at the mixer tomorrow for a sponsorship. 	<ul style="list-style-type: none"> ● No formal action taken or required 	Barbara Moreno
2021 Annual Report	<ul style="list-style-type: none"> ● April mentioned that the 2021 annual report has been completed. 	<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 5:03 pm 	<ul style="list-style-type: none"> ● No formal action taken or required 	April Green