



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

**Led By:** April Green  
**Secretary:** Maggie Padilla (filling in for Giovanna)

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

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

**Absent (5):** Patricia Maxwell Robertson, Elena Gomez (non-voting), Elizabeth Espinoza (non-voting), Giovanna Castro, Jeanna Vazquez

**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>● April introduced the new event planning template to include all information needed by Maggie and comms team for promotions</li> <li>● Professional Development event for next week, May 18<sup>th</sup></li> <li>● Shout out:                             <ul style="list-style-type: none"> <li>▪ APR event - thanks to Patrick for organizing</li> <li>▪ Dining Out for Life event at Park &amp; Rec (17 attendees) - thanks to William for securing the location and attending and to Maggie for set up, tear down and giving closing remarks</li> <li>▪ <a href="#">PR Capstone Case Study Presentations</a> at SDSU - thanks to Barb and Patrick for attending and repping our Chapter</li> <li>▪ New volunteer: Ada Khen, US Navy PIO - thanks to Kara for recruiting her</li> <li>▪ New blog content - thanks to Julie and Barb                                     <ul style="list-style-type: none"> <li>● <a href="#">Ethics Matter: Should You Look the Other Way?</a></li> <li>● <a href="#">Q&amp;A with Music Watson: What it Means to Be a Team</a></li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	<p>April Green</p>



	<ul style="list-style-type: none"> <li>● PRSSA SDSU:             <ul style="list-style-type: none"> <li>▪ Send any entry level or internship opportunities directly to Patrick, he'll share with students</li> <li>▪ New PRSSA board assumes roles in August, looking to have a Chapter rep attend first meeting</li> <li>▪ Looking at new content development plan/student guest blogging - <a href="#">potential cross-sharing strategy from this site</a></li> </ul> </li> </ul>		
Approval of March 2022 meeting minutes (VOTE)	<ul style="list-style-type: none"> <li>● April moved to approve March minutes</li> <li>● Seconded by William</li> </ul>	<ul style="list-style-type: none"> <li>● Motion Made</li> <li>● 0 oppose</li> <li>● 1 abstain</li> <li>● <b>Motion passes</b></li> </ul>	April Green
Financial Update	<ul style="list-style-type: none"> <li>● Still planned profit for the year</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	April Green
Secretary 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>	
APR Update	<ul style="list-style-type: none"> <li>● 1<sup>st</sup> event last month was a success</li> <li>● Should be once per year event, possibly a second one in July/August</li> <li>● New candidate moving through accreditation process next week</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Patrick Thelen, APR



Bernays Update	<ul style="list-style-type: none"> <li>● SD State alumni center because of good parking and transit access; the space is also good</li> <li>● Proposed date November 10<sup>th</sup>; discussion regarding date clashing with Veterans Day, Election Day, Thanksgiving, etc.</li> <li>● Theme: Emanating Excellence</li> <li>● Ballroom and hoping to use Aztec Walk Patio</li> <li>● SD State catering</li> <li>● Now seeking sponsorships for the event</li> <li>● Discussion regarding award ceremony format comparing last year's to previous year as hybrid virtual</li> <li>● Hope brought up concerns with the proposed date. It's too close to Election Day.</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Jenny Mehlow
Membership Update	<ul style="list-style-type: none"> <li>● Our member survey will go out later this month</li> <li>● We will send the volunteer outreach strategy to the board</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Mariah
Communications Update	<ul style="list-style-type: none"> <li>● We are working with a new web designer on website for some longer term updates</li> <li>● We are always looking for blog posts if anyone wants to submit one you can email me and Stephania!</li> <li>● Finalized Board Member Takeover guide walk through</li> <li>● Bringing back member spotlight</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Megan/Monica
Community Relations & Advocacy	<ul style="list-style-type: none"> <li>● Eventbrite is live for QT for PR Minds</li> <li>● Brainstorm on other community outreach ideas: July 4<sup>th</sup> beach cleanup, walk in SD Pride Parade, women's event, assisting with</li> </ul>	<ul style="list-style-type: none"> <li>● No formal action taken or required</li> </ul>	Kim



	major events, food bank, participating in career days in high schools and colleges, design capital, etc.		
D&I Update	<ul style="list-style-type: none"> <li>• DEI workshop today</li> <li>• Writing letter regarding ICON location; national DEI is also sending a letter</li> <li>• Drafting sample objectives for the next BOD to adopt as they plan events, etc, throughout the year</li> <li>• Seeking a board seat sponsor</li> <li>• Bernays DEI efforts in the works</li> <li>• July is auditing of our policies and procedures</li> <li>• Will receive work plan from Janedra that we have been working on</li> <li>• Summer Series shifted from content-based, talk webinars to also include mixers like meeting at a brewery (“Two PR professionals walk into a bar...”) or attending a cabaret or an agency tour</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>• Thank you to those reading the blog</li> <li>• Possible event in September from national for ethics seminar (virtual)</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required</li> </ul>	Julie Smith-Taylor, APR
Professional Development Update	<ul style="list-style-type: none"> <li>• May 18<sup>th</sup> event on strategic communications planning</li> <li>• Goal: plan another event for a couple months out</li> <li>• Discussion regarding event nature: mixer or professional development</li> </ul>	<ul style="list-style-type: none"> <li>• No formal action taken or required</li> </ul>	Anne/Amanda
Sponsorship 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>	Barbara Moreno



Western District Conference	<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>	Barbara Moreno
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