



Call to Order: 4:30 p.m.
Adjournment: 5:30 p.m.

Led By: April Green
Secretary: Giovanna Castro

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

1. April Tellez Green
2. Cheryl Robinson
3. Shannon Boffa
4. Monica Gil dos Santos (non-voting)
5. Patricia Maxwell
6. Mariah Hugo (non-voting)
7. Barbara Cosio Moreno
8. Arturo Garcia Sierra
9. Stephania Villar
10. Amanda Nelson
11. Kara Handley, APR+M
12. Jenny Mehlow
13. Julie Smith-Taylor (non-voting)
14. William Lopez

Absent (8): Hope Reilly, Jeanna Vazquez, Rachel McGuire, Edgar Hopia, Megan Pinna, Kim Coutts, Patrick Thelen, Elena Gomez (non-voting), Elizabeth Espinoza (non-voting),

Chapter Administrator: Blake Nelson

Chapter Treasurer: Jeanna Vazquez

Ethics Officer: Julie Smith-Taylor



Agenda Item	Discussion	Action	Owner
<p>Call to Order/President's Update</p>	<ul style="list-style-type: none"> ● Reminder: Media Literacy Luncheon Oct. 22 <ul style="list-style-type: none"> - PRSA will be present at the event at the Coronado Library. - April is working with Blake for branded swag for the event and other supplement materials from national - April, Anne, and Kim, will be at the table and Jeanna will try to make it as well ● Branding: New tablecloth and sign for events <ul style="list-style-type: none"> - Blake mentioned if we have a graphic designer that can help with the template for the tablecloth to get it back to the vendor - William volunteered to take care of this ● VOTE: 22-01 National Bylaw Amendment <ul style="list-style-type: none"> - At this year's Assembly, in addition to voting for the nominees for the 2023 Board, delegates will also be asked to vote on a proposal to amend the Bylaws as recommended by the Board and the Governance Committee. - Proposal 22-01 suggests that in Article III, Section 2 (b), the phrase that says delegates to the Leadership Assembly shall consist of "All current members of the Board" should be amended to say "All voting members of the Board." This change clarifies that only voting members of the PRSA Board of Directors serve as delegates to the Leadership Assembly. Senior Counsel to the Board may serve as a delegate if they meet the requirements in Article III, Section 2, but not by virtue of their role as Senior Counsel. The complete text of the proposal is available in the Feedback for PRSA Community on MyPRSA. - April explained that this is an admin update as far as wording. April will send a vote to the Slack channel for all members. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>April Green</p>



<p>Financial Update</p>	<ul style="list-style-type: none"> ● September P&L and Balance Sheet review <ul style="list-style-type: none"> - We are currently operating at a profit because we had money transferred over from Square for Bernays - Bernays entries have also been logged for this year for entry fees - We also plan on receiving \$2,500 for sponsorship for Bernays - We are on track meet the membership goals - April would also like to increase the admin credit card limit and will also send the vote link in the Slack channel - Barb is also trying to confirm the \$500 sponsorship for Bernays - We have a photographer sponsor for headshots, and a flower sponsor as well, and F&L will do videography for the event - Barb would like to clarify that the photographer will not be doing event photos just headshots - Barb is asked what point do we open up and close the headshots at the Bernays event - Jenny mentioned that we will also need the size of the space needed for the photographer ● PRSSA ICON Eva Irving Student Grant awarded to Isabella Buckner <ul style="list-style-type: none"> - April mentioned how we are working with National to ensure everything is ok 	<p>No formal action taken or required</p>	<p>April</p>
<p>APR</p>	<ul style="list-style-type: none"> ● N/A 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Patrick</p>
<p>Bernays</p>	<ul style="list-style-type: none"> ● Jenny – right now we have the venue secured with parking as well, we are currently working on the menu of what we are going to serve. Asked April if the ticket price is \$50 and this is supposed to be a fundraiser how much do we get to spend per 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Jenny/Kara</p>



	<p>person for the event. It was my assumption that the money we raised for entry fees and sponsors is the fundraising part.</p> <ul style="list-style-type: none"> ● Jenny mentioned that \$9 per person is parking. We are not comping for all drinks and Jenny is trying to work out with SDSU the bar options. Jenny is trying to keep it at \$40 per person. But wants to confirm that it's ok. ● Blake wanted to confirm the parking prices ● April asked if we could get it comped, but Jenny noted we are already getting a huge discount ● Catering is also separate ● Cheryl mentioned if we can encourage people to carpool or take the trolley to the event ● Blake mentioned if we can get a parking sponsor ● Cherly can MTS give us a free bus pass ● Jenny mentioned that she is doing a site visit ● Jenny mentioned we must have the final headcount by November 1 ● Jenny is trying to figure out their wiggle room and we also need to have a person volunteer for the AV ● Giovanna mentioned that she and Ada are working on finalizing the judging to order the trophies prior to the event 		
<p>Membership Update</p>	<ul style="list-style-type: none"> ● Survey will go out by end of the month. No additional board feedback was received. ● Working with William on stand-alone volunteer/member event for December. <ul style="list-style-type: none"> - April elaborated about the mixer and the volunteer recognition and membership mixer. April also thanked William for helping secure a vendor and mentioned she will work closely with the team for the event. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Mariah</p>



	<ul style="list-style-type: none"> - Barb thanked Amanda for helping with the trophies. 		
<p>Communications Update</p>	<ul style="list-style-type: none"> ● Shannon mentioned how we have private Facebook Page for News Pro up and running – if there are any other platforms or suggestions, please let Shannon know. ● Amanda recommended Discord for the platform. ● Marah mentioned LinkedIn might be a good idea. ● April to reach out to students at SDSU to see if there are any other options. ● Monica mentioned how they are promoting Bernays and how it's on her to do list to create a FB and LinkedIn event. ● Jenny to take photos during the walk through ● Arturo will do a takeover for Icon ● Shannon asked what the plan is for comms during Bernays are we live tweeting? Barb mentioned that we don't want the program to go too long. Barb mentioned that we would issue a press release at 5 p.m. that night. We would also add a QR code on the table, so everyone knows who won. ● Special Awards will be day of and Best of in each category ● Blake asked if there is any concern with people leaving early if they already know that they won. ● Jenny mentioned that some people will probably have to leave regardless, but she doesn't foresee their being a problem. ● Blake doesn't think Special Awards should be announced prior to the award ceremony. ● Stephania mentioned that the comms can schedule a blog post to go live during the Bernays event but will need it 1-2 days prior. 	<ul style="list-style-type: none"> ● No formal action taken or required 	<p>Shannon/ Monica Stephania</p>



Community Relations & Advocacy	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • No formal action taken or required 	William
D&I Update	<ul style="list-style-type: none"> • Arturo is preparing for ICON and will probably be a timeline of what the Chapter has done • April sent proposal to extend the “Next Move” event campaign for next year that is more industry focused • April said good luck to Arturo on the presentation 	<ul style="list-style-type: none"> • No formal action taken or required 	Arturo
Ethics Update	<ul style="list-style-type: none"> • Julie thanked everyone that was able to participate at the event and thanked everyone able to attend • Julie thanked William for paying for the speaker fee • Julie is working on a blog about the ethical treatment of interns – Two more blogs and after that it will be in the end of her two year commitment • She is also involved with Legends and would like to open up the floor for speakers about different practices • Barb mentioned would be an awesome PD event • Julie also made a toast to three volunteers who had passed in the last year 	<ul style="list-style-type: none"> • No formal action taken or required 	Julie
Professional Development Update	<ul style="list-style-type: none"> • Cherly mentioned that there was an idea about a post-election PD event. She reached out to Hope and waiting to hear back about next steps. • Also wants to be sensitive to the fact of the Bernays event • Cheryl also mentioned about partnering more with other committees for PD events • Anne had an idea for December – she is seeing in the UCSD system about collective information that can be identifying a 	<ul style="list-style-type: none"> • No formal action taken or required 	Cheryl



	<p>certain population. There is a lot of privacy concerns about the data collection.</p> <ul style="list-style-type: none"> • April mentioned that a lot of us rely on the analytics • Does anyone on the Board have connection to Google or Meta? Would like to go outside the box as we end the year. • Amanda mentioned that she brought up mingle bells last month and a few other local clubs – is there interest for a collaborative event? It would be a great way to connect with other membership organizations. 		
Sponsorship	<ul style="list-style-type: none"> • Barb – right now we have a new platinum sponsor at 5K and we are continuing to leverage and try to find folks to sponsor our PD events so no one has to pay. • To everyone that has helped sponsor – thank you so much. 	<ul style="list-style-type: none"> • No formal action taken or required 	Barb
New Business	<ul style="list-style-type: none"> • Barb – we are recruiting for new Board members for next week, please let me know and invite them to apply • Amanda – what exactly are we looking for? We are looking for anyone and everyone that has PR experience and that come from different industries. • Barb before it used to be strictly PR but now we all do different things. Chapter can be whatever we want to be – graphic design, etc. To her it’s really what you can really bring to the community here and what we can offer. • Jenny asked if we have to be a member for an X amount of time to join as a Board Member? Arturo mentioned that we don’t. • Barb mentioned we are looking for the next generation • April mentioned that we need to make sure that who we recruit has the same goals 	<ul style="list-style-type: none"> • No formal action taken or required 	



	<ul style="list-style-type: none"> • Barb mentioned that we need people from all levels of experience • We need to reach out to different organizations to see if they are interested as well 		
Adjourn	<ul style="list-style-type: none"> • Meeting adjourned at 5:28 pm 	<ul style="list-style-type: none"> • No formal action taken or required 	April Green