



Public Relations Committee Meeting

Bayview Tower – 400 Mann Street, Suite 800 – Conference Room #1
Corpus Christi, Texas

Join Zoom Meeting

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888 475 4499 US Toll-free

Meeting ID: 857 0599 4892
Passcode: 960058

Thursday, May 4, 2023 – 3:00 pm

AGENDA

- I. Call to Order: *C. Michelle Unda, Chair*
- II. TOMA Rules: *Janet Neely*
- III. Roll Call: *Janet Neely*
- IV. **Announcement on Disclosure of Conflicts of Interest**
Any Conflicts of Interest or Appearance of a Conflict of Interest with items on this agenda shall be declared at this time. Members with conflicts will refrain from voting and are asked to refrain from discussion on such items. Conflicts discovered later in the meeting shall be disclosed at that time. Note: Information on open meetings is included at the end of this agenda.
- V. **Public Comments**
- VI. **Discussion and Possible Action on Minutes of the February 9, 2023 Public Relations Committee Meeting**
- VII. **Discussion and Possible Action of the Revision of the Public Relations Committee Charter**
- VIII. **Information Only:**
 1. Review of the Awareness/Outreach Plan as it relates to the Strategic Board Goals: *Xena Mercado*
 2. Annual Report Completion; Strategizing 2023 Annual Report: *Xena Mercado*

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3. Quarterly Performance Report:
 - a. Event Promotion and Recap: *Xena Mercado*
 - b. Outreach Strategy: *Xena Mercado*
4. Program Branding and Promotion
 - a. Upcoming Events and Ongoing Projects: *Xena Mercado*
5. Web, Email, and Social Media Analytics: *Xena Mercado and Tony Armadillo*

IX. Adjournment

Note: Except for expressly authorized closed sessions, meetings, discussions, and deliberations of the Board or Committees will be open to the public. Voting in all cases will be open to the public. Board members are advised that using personal communication devices to discuss Committee and Board business during the meeting may be a violation of the Texas Open Meetings Act. Such communications also may be subject to the Texas Public Information Act.

Closed Session Notice. PUBLIC NOTICE is given that the Board may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code. In the event the Board elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

Texas Open Meetings Act (TOMA). All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our administrative offices and on **ZOOM**. With this format, comes some changes to what is required of board members and the public.

- The presiding member (Chair or designee) must be in-person at the meeting location, 400 Mann St. Ste. 800, Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

This hybrid meeting format will allow us to meet TOMA rules, while still ensuring the safety of those who must attend.

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