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Ernie C' deBaca
 PRESIDENT & CEO

Michelle Hernandez,
 GENERAL COUNSEL

EXECUTIVE COMMITTEE

Phil Casaus, CHAIR
 Paul Mondragon, CHAIR ELECT
 Erin Gandara, TREASURER
 Robert Dzur, SECRETARY
 Casey Anglada DeRaad,
 VICE-CHAIR
 Frank Garcia, VICE CHAIR
 Angela Serrano de Rivera,
 VICE CHAIR
 Joe Trimble, PAST CHAIR

BOARD OF DIRECTORS

Henry L. Andrews
 Amanda Aragon
 Tom Briones
 Ryan Cangiolosi
 Adrian Chavez
 Brian Chavez
 Steven B. Chavez
 Tyler Chavez
 Nicholas Dayan
 Jim Garcia
 Ruben Garcia
 Ryan Garcia
 Lorenzo Gutierrez
 Matthew Jaramillo
 Chris Johnson
 Mike Kivitz
 Richard Luarkie
 Ann Martinez
 Sean Martinez
 Daniel Monson
 Michael Montoya
 James Ortiz
 Marc Powell
 Leonard Sanchez
 Janice Torrez
 Jack Towsley
 Ana Trujillo

DIRECTORS EMERITI

Jon Paul Espinoza
 Sherman McCorkle

EX-OFFICIOS

Walt Benson
 Scott Elder
 Ed Manzanares
 John Martinez
 Olivia Padilla-Jackson
 Klarissa J. Peña
 Carlos Romero
 Louie Sanchez
 Col. Jason Vattioni

MEETING OF THE BOARD OF DIRECTORS

May 25, 2023

3:30 – 5:30pm

Steve Chavez Residence

- I. Call to Order
- II. Approval of Minutes (April 27, 2023).
- III. Additions or Deletions to Agenda
- IV. Officers' Reports
 - a. Consent Agenda: any Board member may request removal of a report from the consent agenda for discussion.
 - b. Consent Agenda: Treasurer's Report – any Board member may request a discussion on any part of the Treasurer's Report.
- V. Discussion on Hispano Chamber's brand messaging
 - Quick update on FY23 Strategic Plan goals
 - Status of FY24 goal setting
 - Importance of brand-building as a strategic goal:
 - Post-pandemic reset, end of beWellnm, etc.
 - Soft re-branding (beyond Albuquerque)
 - Misperceptions
 - Predominantly networking & community events
 - Same as other Chambers
 - Only for Hispanic businesses
 - Broader awareness >> growth of membership/fundraising efforts
 - Board ambassadorship and engagement
 - Summary of Board Members' responses to questions
 - Group discussion
- VI. Adjournment