

**Professional Women's Alliance**  
**Minutes, February 28, 2018**

**Attendance:**

X	Elaine Mahr	X	Kim Brandon
X	Diana Ferner		Susan Conrad
X	Sonya Tandy	X	Cathy Perry
X	Michele Hintz		Deb Smiley
	Glenda Woolley	X	Lisa Oxenhandler
X	Debi Corrie	X	Shannon Hagrman
X	Michelle Yates	X	Vicky Gavrias
X	Pam Reitz		Mary Kutheis
	Nancy Nix-Rice	X	Leslie Garvin
X	Julie Hohe		

**To Do List Review**

Kim Brandon opened the meeting with a review of the “to do” items from the January meeting. Updates are as follows:

**Each committee budget template should be completed within two weeks, for approval at the February board meeting.** Incomplete – carry over to the next meeting.

**Julie is to make the noted revisions to the by-laws for a review and final approval in May.** Done. Social Media guidelines will be separate to allow for the approval of the by-laws by the membership.

**The Membership Committee will follow up with the YPs on some of the items discussed, which included possible scholarship funding, tiered membership structure, discounted events., etc.** A meeting was held at EdgeWild; they are looking for a one-page marketing piece to pass out at meetings, which will be addressed in the future.

**Julie will work out the logistics for managing each Board member's ability to bring two guests during the year at member prices.** Done.

**Julie Hohe needs an official job description.** This will be addressed in her contract.

**A Word document will be distributed to Board members that each can customize with their contact information, to be used to seek various levels of sponsorship.** To go out March 1.

## **Board and Committee Reports:**

**Secretary:** The minutes from the January 2018 meeting were approved without comment.

**Treasurer:** Income is down from last year, but expenses are down as well. We have \$44,527 in the checking account and \$55,494.55 in the money market fund. Sonya will work on QuickBooks to allow a comparison of budget to actual. Committee chairs should email their expense receipts to Sonya for ongoing tracking. A few committee budgets are still outstanding.

**Director of Operations:** Julie reported that two members have renewed and that it appears that nine are not renewing their membership. Board members interested in attending the upcoming March 10 Lydia's House need to let Julie know as soon as possible; PWA will pay one-half the charge for attendees. For Derby Days, one table and three individuals have registered thus far. Julie indicated that she prefers to keep the current process of reaching out to renewing members rather than paying extra for the auto-renewal feature on the website.

**President and President-Elect:** The revised by-laws will be sent to the membership for approval. Social media guidelines were distributed and are to be presented for review next month.

Elaine reported that a change to our insurance coverage is necessary to add \$1MM in umbrella liability coverage to satisfy Edward Jones. We are covered for host liquor at the Derby Days and Holiday Party events. It was asked if we are named as an additional insured on Edward Jones' policy. ***Elaine will follow up on that and provide the additional umbrella coverage to Edward Jones on March 1.***

Elaine presented a proposed project by member Cathy Davis, who has asked for our interest in seeking 20 authors from among the PWA membership, who would pay \$600 each to write a chapter for a book; a portion of the sales proceeds would accrue to PWA. A content theme would need to be established by PWA, and a committee would need to take on project management responsibility. ***Cathy Davis will be invited to the next meeting to discuss this in more detail.***

**Vice President:** Edward Jones has asked for a second table in exchange for providing the venue at events they are hosting. The Board approved this for Edward Jones for 2018.

**Social Events:** No report

**Membership:** Lisa reported that additional questions have been added to the membership application. ***She is working on an "adopt a member" program for women who found us via the Internet.*** Going forward, Julie will send the renewal list to Glenda and Lisa six months in advance of the renewal date. The next New Member Orientation will be held on March 16.

**Corporate Membership:** Debi met with the YPs; as noted above, marketing material is needed, and ***Debbie is also working on a slide deck for presentation about PWA to management.*** Debi noted that we need to "adopt" the YPs and introduce them at our events to avoid the intimidation factor of walking into a large space. ***We will request an individual's title at registration in order to add the profession to the list of attendees to improve connection among members and guests.***

**Philanthropy:** The Committee will have a table at the April luncheon to promote their work and the upcoming therapy room redesign for the Weinman Shelter. The committee is exploring pick-up and transport options for donated items, and is also seeking cash donations for the purchase of inexpensive items needed to achieve a cohesive design for the space. *Michele Hintz is working on the donation of paint.*

**Programming:** No Report

**Fundraising:** *A copy of the raffle ticket for a stay at the Orlando-area resort will be sent to board members to sell,* at a cost of \$25 each or three for \$50. There will be a fishbowl for this purpose at our March and April meetings. Anyone knowing of companies who may be interested in sponsoring the event should reach out to members of the Fundraising Committee to contact.

**Marketing/Social Media:** *The Committee is exploring ways to determine how people want to hear about things, how others hear about us, and what social media platforms people use, and will use Survey Monkey to survey these questions.* The Committee will also track social media numbers and post pictures from events. Some discussion followed on the possible use of a professional photographer, or invitations to publications like Alive or St. Louis Magazine.

**Mentoring:** No report

**Young Professionals:** No report

**Golf League:** No report

**Book Club:** Cathy presented on behalf of Amy Weseloh Gray. The board approved the selection of the books Education, Shoe Dog, and The Confidence Code for the remainder of this year's meetings.

The meeting adjourned at 7:35. The next meeting will be Wednesday, March 28.

Respectfully submitted,

Cathy Perry, Secretary