

Professional Women's Alliance

Minutes, January 31, 2018

Attendance:

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

Susan Conrad opened the meeting by presenting Nancy Nix-Rice with her VOICES award, as she was not able to attend the Holiday Party.

Board and Committee Reports:

Secretary: The minutes from the October, 2017 meeting were approved without comment.

Treasurer: We have \$37,432.72 in our checking account and \$55,487.03 in the money market account. A \$4000 donation to Lydia's House is still to be debited.

Every committee chair has a budget template spreadsheet on Google Docs. ***Each template should be completed within two weeks, for approval at the February board meeting.***

Director of Operations: St. Luke's has asked for more tickets to the Speaker Series rather than the Living the Dream Symposium. We lose \$7 per ticket on the Speaker Series cost and profit by \$13 on the Symposium; after some discussion, it was agreed that we would give seven more tickets to the Speaker Series and take away ten to the Symposium.

Sample clothing is available for sale in limited sizes; Julie Hohe noted that she would like to be able get it out of the warehouse.

We were offered the opportunity to participate in the St. Louis Business Journal event in Fairview Heights, with a \$10 discount for PWA members to attend. It was agreed that we would not do a

table, due to the small likelihood of attracting potential members, but that the discount for attendance would be passed along to our membership.

It was also noted that we received no new members from our table at the recent St. Louis Business Journal Women's Conference.

President and President-Elect: The Strategic Planning Goals for the year were approved. The next agenda item was a discussion of proposed changes to our by-laws. One area under question was a better definition of social media guidelines; Michelle Yates and Shannon Hagrman will make recommendations which will be approved at that time. Susan suggested that we improve the grammatical word flow in the job descriptions in the by-laws for greater consistency and readability. It was clarified that the new Board terms begin in December, answering questions about even- and odd-year appointments and term durations.

Julie is to make the noted revisions for a review and final approval in May.

The Press Release announcing the new board members was approved with minor wording changes.

It was further approved that each member can bring two guests during the year at the member price; ***Julie will work out the logistics for managing this.***

A discussion followed on more ways to get the YPs more involved in the organization. ***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.***

Elaine clarified that the Book Club, Golf League and YP chairs do not serve as Board members but do file a monthly report.

Finally, it was noted that ***Julie Hohe needs an official job description.***

Marketing/Social Media: Efforts are underway to align marketing and social media with the interests of the membership; i.e. what are members looking for, and how do they prefer to be communicated with. Some discussion followed on the use of a survey card at events, use of an app for instant voting, asking for various pieces of data on the membership application and at renewal. That information will be used to determine which social media platforms will be most effective and have the greatest reach and to offer events that best intersect with member and prospect interests.

Fundraising: Registration opens on February 1 for Derby Days; Cathy Davis is working on the flyer. Cost will be \$60 per person. ***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.***

Social Networking: It was agreed that the networking event planned in June will still be held, despite the addition of a Speaker Series event that month. It will be held on a Thursday.

Philanthropy: The first event will be the redesign of a therapy room for the Weinman Center, with painting and furnishing tentatively to be held on a Saturday in July. Pam would like to do another event later in the year, in addition to a joint event to be held with Social Networking.

Membership: Approval was given to purchase two name tags for corporate members who are active on the committee.

Mentoring: It was reported that little interest has been expressed recently for the mentoring program. Applications will be available, but the primary focus this year will be exploring how best to move forward with the program, for implementation next year.

The meeting adjourned at 8:00. The next meeting will be Wednesday, February 28.

Respectfully submitted,

Cathy Perry, Secretary