

Professional Women's Alliance

Minutes, March 28, 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	X	Lisa Oxenhandler
X	Debi Corrie		Shannon Hagrman
X	Michelle Yates	X	Vicky Gavrias
X	Pam Reitz	X	Mary Kutheis
X	Nancy Nix-Rice	X	Leslie Garvin
X	Julie Hohe		

Book Project Presentation

PWA member Cathy Davis reviewed the details of the potential book project for which PWA members would be given the opportunity to write a chapter, at a cost of \$600 per chapter to be paid by the author. If we serve as publisher, PWA would receive one-half of the proceeds from the authors after the first ten sponsors, with a recommended number of 20 – 25 authors. We would also receive a portion of the royalties on the sales; authors would be able to purchase books for their own use at a discounted price.

Considerable discussion followed weighing the ability to provide this opportunity to our members against the project management that would be required. *Nancy Nix Rice offered to talk to Stacy Taubman at Rise Collaborative to assess their experience in publishing a similar book.*

We will send information on this potential project to the membership and assess the interest in participation, and depending on the response, set up an informational meeting to discuss whether and how to move forward.

To Do List Review

Kim Brandon opened the meeting with a review of the “to do” items from the previous meetings. Items noted as complete have been removed; updates on items in process are as follows:

Develop a one-page marketing piece for the Young Professionals and a slide deck for presentation about PWA to corporate management. Debi Corrie is working on both of these items.

Finalize Julie’s contract, including her job description. Elaine and Kim are working on this.

Lisa Oxenhandler is working on an “adopt a member” program for women who found us via the Internet.

The Marketing 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.

Board and Committee Reports:

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

Treasurer: Sonya presented the Balance Sheet and Profit and Loss Statement. She noted that we are up in cash from last year, and that golf income is hitting the books now, but associated expenses will follow later in the year. A jump in corporate memberships has kept net income level with last year. Projections for the year appear to be solid. The Board approved spending \$113 for an upgrade to QuickBooks to include budgeting features. The budget will be approved after several adjustments noted by committee chairs are made.

Director of Operations: Julie went over the details of saving and accessing the various Board reports on Google Docs. To facilitate review prior to the meetings, Julie will save the Agenda, Minutes, one PDF with all of the Committee reports, and one with the financial reports. Auxiliary reports will remain separate documents.

Julie reported that some members have credits from meetings they were unable to attend dating back to the 2016 Holiday Party, and that she is sending a reminder each month to the affected members. It was approved that any credits on the books now will expire in 30 days, and that going forward, they must be used in the calendar year incurred.

The Trade Agreement with the St. Louis Business Journal is due for renewal. After a review of what we receive vs. what we offer, *Elaine will call Sherri Benkelman to discuss various issues within the agreement*, including a determination of whether we are truly receiving an \$8500 value as the agreement notes.

President and President-Elect: Elaine asked the Board to personally call alumni members to invite them to Derby Days.

Vice President: We are contracted with St. Luke's for space for 2019 Board meetings, but in a different room. *Debi agreed to follow up with our corporate members on potential space for Derby Days and the Holiday Party in 2019, for the April board meeting.* The Board approved the continued use of Fleming's in 2019 for our monthly Speaker Series meetings.

Social Events: No report

Membership: Lisa is working on a script to be used with the adoption of new members, as well as one for members who have hit their six-month mark. A payment option plan for YP membership has been put into place, involving three payments of \$50 each, to be handled by Julie Hohe directly. The March New Member Orientation, attended by Elaine and representatives from all committees, was deemed successful; the remaining orientations for 2018 are scheduled on July 20 and November 16. *A printed copy of the remaining events for 2018 will be included in the packet at the April meeting.*

Corporate Membership: No report

Philanthropy: Pam reported that Julie has developed a "Sign-up Genius" for donations to the Weinman Center project. Pam will meet with a member of the Friends of the Weinman Center Board, who are interested in our project and may wish to contribute, possibly replacing the flooring. The event at the Vault is scheduled for August 9, with a minimum of 25 attendees.

Programming: No Report

Fundraising: We lost a large prior donor to our Wine Pull for Derby Days, so bottles of wine valued at \$20 or more are needed. It was noted that we can eliminate the Wine Pull if appropriate. Lottery tickets for the Orlando vacation are available to sell, and sponsorships are moving along well.

Marketing/Social Media: No report

Mentoring: Vicky noted that the Committee needs to better understand our members' competencies and experience. She then needs a system to analyze and compare mentoring goals to member skills and match them together. We are now collecting member titles and will add the member's number of years of tenure in that profession. Questions will be added to the upcoming Marketing Survey, and a separate survey will also be sent to the membership at a later time.

Young Professionals: No report

Golf League: No report

Book Club: No report

The meeting adjourned at 7:55. The next meeting will be Wednesday, April 25.

Respectfully submitted,

Cathy Perry, Secretary