

Professional Women's Alliance

Minutes, April 25, 2018

Attendance:

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

To Do List Review

The “to do” items from the previous meetings were reviewed. Items noted as complete have been removed; updates on items in process are as follows:

Nancy Nix Rice offered to talk to Stacy Taubman at Rise Collaborative to assess their experience in publishing a similar book. Stacy has been out of town; this item is still pending.

We will send information on the potential book 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. Information was included in the meeting packets in April and is being assessed.

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. A brochure has been done for the Young Professionals; she is seeking opinion on it before presenting it to the Board.

Finalize Julie's contract, including her job description. Elaine and Kim are working on this, which is close to being finished.

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.

Elaine will call Sherri Benkelman to discuss various issues within the agreement with the St. Louis Business Journal. Elaine determined that we are getting a good deal on the agreement, given the standard ad price of \$3645 per ad. We renewed the agreement and will use one ad to promote Derby Days, with the use of the other one to be determined.

It was also noted that we may invite a reporter from the Business Journal to cover our main events. Marketing is also considering the use of Ladue News or Town & Style, who would need to be invited one month in advance.

Debi agreed to follow up with our corporate members on potential space for Derby Days and the Holiday Party in 2019. Debi noted that there is some corporate interest in hosting the Symposium, but nothing yet for Derby Days or the Holiday Party.

During her conversation with various corporations, Debi also asked how they liked their membership. Comments received included not enough recognition for sponsors. We discussed adding their corporate tag-line in the meetings and giving special thank-yous to those who sponsor space for an event, including a longer member spotlight.

Board and Committee Reports:

Secretary: Minutes from the March meeting were approved without comment.

Treasurer: Sonya reported that all committee budgets have been submitted. She presented a budget for the year, which was approved. It was also noted that we have a goal of three new corporate members this year.

Vice President: Diana will follow up with Edward Jones on a mention within the organization of the upcoming Derby Days event; Sonya will do the same with Commerce.

Operations: Julie reported that a lot of people are falling off our membership roster, and that we are losing members more quickly than we are gaining them. Our number is down to about 90, and six more members will not be renewing. **Board members were encouraged to look at the membership report and encourage those members whom we know who are up for renewal to do so.**

President: Elaine inquired as to how the new board meeting process is going; are we trading off sharing time and reviewing reports for greater efficiency? No changes were indicated to be necessary, and the Board thanked Julie for consolidating the committee reports into one document for easier review in advance of the meeting. Some discussion followed on the storage of survey results. It was determined that Julie will create a survey folder with sub-folders specifically for the symposium, leadership training, and golf tournament.

Eight members reported an interest in attending the WLN Girl Scout Event on June 27. It was agreed that PWA would pay half the cost of attendance; each attending member would pay \$32.

Comments on the Symposium were largely complimentary, with some concerns about difficulties in seeing or hearing the presenter and in parking. There is a split between a desire for more corporate content vs. personal (reflecting PWA in general). Some suggestions included having Webster University host the event, having a keynote speaker with break-out sessions and a humorous conclusion, and having vendor tables for interested members. It was noted that this event is supposed to be by-the-members, for-the-members.

One suggestion raised was having the Symposium Committee be in charge of spotlight speakers, to get a sense of speaking ability for the larger platform of the Symposium.

Another option raised was hosting the Symposium on a Saturday morning, to make it more available for members who cannot get away from work for that time period. It was noted that this would affect the ability to use corporate space.

Philanthropy: Pam reported that the Friends of Weinman group was supplying carpet squares for the therapy room to be furnished by PWA. Donations and volunteers are needed; one item specifically mentioned was a conference table.

Fundraising: More helpers are sought for the set-up for Derby Day, along with more wine bottle donations and the sale of more lottery tickets. 80+ silent auction items are available. The value of starting bids for those items needs to be finalized.

The meeting adjourned at 6:57. The next meeting will be Wednesday, May 30 at 6:00 in our usual room.

Respectfully submitted,

Cathy Perry, Secretary