

Professional Women's Alliance

Minutes, May 30, 2018

Attendance:

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

To Do List Review

The “to do” items from the previous meetings were reviewed.

Nancy Nix Rice offered to talk to Stacy Taubman at Rise Collaborative to assess their experience in publishing a similar book. This item is still pending, although since only one non-Board member has expressed interest, the project may not move forward.

Develop a one-page marketing piece for the Young Professionals and a slide deck for presentation about PWA to corporate management. No update was provided for this item.

Finalize Julie's contract, including her job description. This item is done; Julie's contract is locked in for one year and will be revisited annually.

Lisa Oxenhandler is working on an “adopt a member” program for women who found us via the Internet. No update was given.

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. The survey has been completed.

Debi agreed to follow up with our corporate members on potential space for Derby Days and the Holiday Party in 2019. This item is still in process; *Elaine, Diana and Debi will meet to discuss next steps.*

Board and Committee Reports:

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

Treasurer: In Sonya's absence, Elaine noted that we are ahead on our year-to-date revenue despite a drop in membership numbers, and that financial trends are positive.

Operations: The Board approved a one-month extension of the Survey Monkey membership in order to obtain our past survey results for archival. Julie reviewed the Database Report. The Board agreed that we will honor a Golf League commitment for the year even if the member has decided not to renew her membership while the League is in process.

President: Elaine discussed options for drawing past presidents and members back to PWA for a special event. It was noted that Elizabeth Cassady had been working on this last year; *Elaine will reach out to Elizabeth to discuss her ideas.*

Social Events: Leslie reported that the Golf Tournament will be held at Highlands Golf and Tennis on September 24. Cost will be \$100 per golfer and \$40 for dinner only, with a \$5 early bird registration discount for golfers. Tee time is 2:30.

Discussion followed as to whether or not the Golf Tournament is a "fundraiser" or a "fun raiser," with concerns that members may feel they are being tapped too often for donations. It was agreed that unsold silent auction items from Derby Days would be offered at the Tournament, and that we would look first to members of the Golf League for volunteers and any further donations.

Donations should be directed to Leslie. Vicky noted that she may have a contact at Anheuser Busch to help with beer donations.

Leslie reported that we have been approached by the Town & Country/Frontenac Chamber of Commerce to co-host their golf tournament either this year or next year. This is an 18-hole tournament; they are looking to us for 40 – 50 golfers. Cost is \$125 including lunch and dinner. It was determined that we would *survey the Golf League to assess their interest in participating in a joint tournament in 2019.*

Programming: Mary reported that information on the July Leadership Training will be disseminated soon.

Fundraising: Michele reported that we raised approximately \$34,000 from Derby Days. For next year, we need more wine and gift cards; we had 30 and should target 50 or more. It was also suggested that we offer a map of the event and have signage from the parking lot into the event site.

Some discussion followed on the need to improve the express pay process with Lydia's House as well as with PWA, as there was some confusion on the need to pre-pay with both.

It was further agreed that contributors of items to Derby Days should be notified that their donation may be used at the golf tournament instead. A suggestion was made that we could use a donation website, so that members and others can sign up for the items they want to donate, although some concerns were raised about the logistics of pick up for the donated items.

Marketing and Social Media: Michelle reported that they are working on promoting our social media presence, and it was suggested that we could place a card with our social media sites on the tables at our speaker events.

Mentoring: Vicky reported that Amy Weseloh Gray will present the committee's plans for 2019 at the June board meeting.

The meeting adjourned at 7:08. The next meeting will be Wednesday, June 27 at 5:30 p.m.

Respectfully submitted,

Cathy Perry, Secretary