

Professional Women's Alliance

Minutes, June 27, 2018

Attendance:

X	Elaine Mahr	X	Kim Brandon
X	Diana Ferner	X	Susan Conrad
X	Sonya Tandy	X	Cathy Perry
X	Michele Hintz		Deb Smiley
X	Glenda Woolley	X	Lisa Oxenhandler
	Debi Corrie	X	Shannon Hagrman
	Michelle Yates	X	Amy Weseloh Gray for 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.

Nancy Nix Rice offered to talk to Stacy Taubman at Rise Collaborative to assess their experience in publishing a similar book. Cathy Davis is working on another book anthology; it was agreed to table this project, and Cathy can approach interested members for inclusion in it or future books without PWA involvement.

Develop a one-page marketing piece for the Young Professionals and a slide deck for presentation about PWA to corporate management. These items are done, although it was noted that logos need to be inserted on the slide deck.

Lisa Oxenhandler is working on an "adopt a member" program for women who found us via the Internet. This item is completed; Lisa has developed an onboarding program with someone on the membership committee to work with a new member who found us on the Internet.

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; Sonya is checking on possible space at Commerce, and Diana is making calls to see if a hotel will donate space. It was suggested that we approach the Chase, who is hosting the Lydia's House gala.

Elaine will reach out to Elizabeth to discuss her ideas about increased involvement of past presidents and other alumnae. Elaine and Elizabeth have not been able to connect, but a lengthy discussion followed on increasing the longevity of member involvement. That discussion included pros and cons of allowing remote attendance at meetings, recording the speakers and posting them on the website, or doing them as a podcast, with a member only benefit to being able to listen at her convenience. Also discussed was the ability to do a podcast or other online option as a member spotlight. Susan Conrad volunteered to create a focus group, including the Young Professionals (YP) group, and she and other board members will attend the upcoming YP event on June 28.

Survey the Golf League to assess their interest in participating in a joint tournament in 2019.

This item remains pending on Leslie's to do list.

Board and Committee Reports:

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

Treasurer: Sonya reported on the outstanding numbers on the P&L from Derby Days, which does not include another \$34,000 raised through the "Fund the Need" portion of the evening, which goes directly to Lydia's House. *Shannon and Michelle Yates will work on an upcoming release to members to note our success at the event.* The possibility of donating some of the Derby Days proceeds to the "Girl Scouts Behind Bars" program was discussed. Since the donation to Lydia's House is given at the Holiday Party, it was agreed that we would table this discussion until the November retreat when we can address it in more detail.

Operations: Julie presented a request by PWA member Sally Matiszik to do an email blast to members about the grand opening of her Vitality Bowls restaurant. A long discussion followed on ways to allow members to market their businesses through PWA newsletters, the website, and/or social media, as well as the possibility of charging members for this service. *Shannon volunteered to form a sub-committee to discuss various options in this regard.* It was agreed that we cannot send the requested email for Sally without opening it up to all members.

President: Elaine asked *Board members to send her mid-year feedback on how the organization is doing, and she will report on the results at the July meeting.*

Membership: The next new member breakfast is scheduled for Friday, July 20. Kim will be attending, and *committee chairs are asked to inform Glenda if they will be there.*

Philanthropy: Pam reported that a few donations are still needed for the Weinman Shelter therapy room, and that whatever wasn't donated would be purchased. Sign-up Genius can be used to see what is still needed and to mark what is being donated; donations can be brought to the Leadership Training on July 11. She will be meeting with the Weinman Friends group to pick out paint colors and check on repair status. Ten volunteers will help at the event on July 28.

Marketing and Social Media: Shannon reminded the group that Michelle Yates had volunteered for only a one-year term as a co-chair of this committee and is committed elsewhere for next year. A replacement will need to be found.

Mentoring: On behalf of Vicky, Amy Weseloh-Gray attended by phone, and reported that they would like the committee table at the November meeting. She discussed their plan for the 2019 Mentoring program. The plan includes a survey, which is ready for distribution, as well as the possibility of charging the mentee to increase engagement in the program, which would be offset by tickets to various events that equate to the value of the charge. There was also some discussion of a deposit, which would be refunded if the mentee met certain criteria. After some conversation on the possibility of a charge of some type, Elaine polled the board members, and the vote was 11 – 3 in favor of some form of charge to give the mentee some “skin in the game.” It was suggested to Amy that the Committee can create a budget for the program to help with the costs of group mentoring events.

The meeting adjourned at 7:18. The next meeting will be Wednesday, July 25 at 5:30 p.m.

Respectfully submitted,

Cathy Perry, Secretary