

**Professional Women's Alliance**  
**Minutes, August 29, 2018**

**Attendance:**

X	Elaine Mahr	X	Kim Brandon
	Diana Ferner		Susan Conrad
X	Sonya Tandy	X	Cathy Perry
	Michele Hintz		Deb Smiley
X	Glenda Woolley	X	Lisa Oxenhandler
X	Debi Corrie		Shannon Hagrman
	Michelle Yates	X	Vicky Gavrias
X	Pam Reitz		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.

**Michelle Yates is to insert the PWA logos on the marketing piece for Young Professionals and slide deck for corporate presentations.** Branding has been completed, and the items are available on Google docs.

**Debi agreed to follow up with our corporate members on potential space for Derby Days and the Holiday Party in 2019.** Diana has secured a potential option at the Doubletree in Chesterfield for both dates, with information to be circulated to the Board members.

**Survey the Golf League to assess their interest in participating in a joint tournament in 2019.** Completed; information reported below in social event report.

**Shannon volunteered to form a sub-committee to discuss various options regarding member marketing activities.** The first meeting is to be held in August via conference call. Shannon was unable to attend the meeting to provide an update.

**Board and Committee Reports:**

**Secretary:** Minutes from the July meeting were approved without comment.

**President-Elect:** Kim noted that Board membership is a two-year commitment, split so that an incoming president needs to only recruit one-half of the positions. A goal is to get to alternating year terms for co-chairs of committees to insure continuity of leadership and experience from year to year. It was also noted that active corporate members should be considered for Board positions. **Board members are asked to give Kim the names of any potential candidates.**

**Treasurer:** Sonya reported that our balance sheet shows \$7000 in income over where we were last year. There are no significant year-over-year differences on the P&L report. Meeting income is \$300 lower, but we also have had fewer meetings this year. Meeting expenses are up, but it was noted that our meetings are not intended to be money makers. A discussion followed on the cost vs. value of a corporate membership.

**Operations:** Julie noted that we have old banners that we are no longer using as a part of the corporate memberships. It was agreed that she will send an email to the appropriate corporate members to see if they want them, and if not, they will be discarded after 30 days. At this time, we are at 84 individual members and ten corporate memberships.

**President:** Elaine reminded the Board to make sure to submit their reports no later than the end of the day on the Sunday prior to a meeting. If no report will be submitted, the Committee Chair should let Julie know, so no one is waiting for it. Julie's goal is to make all reports available on the Tuesday before the meeting to allow all Board members time to review them.

**Social Events:** Leslie received 12 responses from 35 surveys sent to the members of the PWA Golf League. Quite a few of the responses indicated a willingness to partner with the Town and Country Chamber of Commerce in an 18 hole golf tournament next year. Some reservations were expressed about the usual venue of Pevely Farms, as the course is long and challenging. Leslie continues to look for items for the give-away bags and various awards.

**Corporate:** Debi reported that four high school seniors from the Parkway Spark program, led by member Xanthe Meyer, will be attending the September meeting as part of learning how to network.

**Philanthropy:** Pam raised the question of participating in World Food Day (as was done last year). A minimum of ten participants is needed, at a cost of \$20 per person. Pam suggested a 4:00, one-hour shift, with those who want to participate going on to enjoy food and drink. The Board agreed that this would be an appropriate event to offer to the members. She is also looking for projects for next year, and various options were discussed.

The meeting adjourned at 6:30. The next meeting will be Wednesday, September 26, at 5:30.

Respectfully submitted,

Cathy Perry, Secretary