

Professional Women's Alliance

Minutes, March 27, 2019

Attendance:

X	Kim Brandon	X	Elaine Mahr
X	Leslie Garvin	X	Diana Ferner
X	Sonya Tandy	X	Cathy Perry
	Michele Hintz	X	Carol Hofer
	Lisa Oxenhandler	X	Teri Deering
X	Tabbatha Sipes		Vicky Gavrias
X	Pam Reitz	X	Tara Gregor
X	Nancy Nix-Rice		Cheri Ballard
X	Michelle Burghardt	X	Shannon Hagrman
X	Julie Hohe		

Secretary: Elaine clarified that the Marketing and Membership Committee is not working on the Scholarship Fund at this point. Minutes from the February meeting were then approved without further comment.

To Do List Review

Leslie reviewed the status of the to-do list items, as follows:

Review current processes and storage of personal data to insure we are not as risk as an organization. Shannon presented her findings at the March Executive Committee meeting and has some follow-up work to complete prior to presenting to the Board.

Shannon volunteered to form a sub-committee to discuss various options regarding member marketing activities. Shannon summarized her discussions with Nancy Nix-Rice and Cathy Perry, whose responses were vastly different. She is working with Michelle Burghardt in this regard.

Kim and Julie will work on revising the by-laws and present the results at the October meeting. Work continues on the Board selection process, and the Scholarship selection process will be included once determined. It was noted that there will be a separate set of by-laws for the Scholarship fund.

Michelle Burghardt will pull data to track member demographics. This work is in process, to be completed by the April meeting.

Explore making the Holiday Party a celebration of members and a thank you for another successful year, and that the cost of attending should be reduced or free. Diana is working on this, and noted that costs will be determined in large part by venue, as last year's venue was offered at no charge, but we will pay for space this year. It was also noted that attendees should have some skin in the game to incent them to attend after RSVPing yes.

Cheri is working on obtaining more information on various options associated with the partnership with the Town & Country / Frontenac Chamber of Commerce on the Golf Tournament and will report back to the Board. Cheri was unable to attend the meeting to provide an update.

Add a page to our website to note various philanthropic opportunities that members may wish to become involved with, along with a link to the list of donation suggestions that is under development. Pam will continue to work with her Philanthropy committee and will then work with Julie to implement their ideas.

Cheri will follow up on possible dates to visit the St. Louis Police Real Time Crime Center as a group and report back to the Board. Cheri was not present to provide an update.

Teri reported that she is working with Michelle Burghardt on a one-page flyer to use with potential corporate members. This has been completed.

Teri will send out the date to all members for the open house at Webster University, which she would like one to two Board members to attend. This item is pending.

Michelle is looking to have someone at every event to take pictures and video; Julie will add a disclaimer in the Membership Application and the Registration Form to note that attendees' photos may be used. Julie has added the disclaimer.

We will need to have a contract in place to hire a graphic designer to assist with marketing efforts. Michelle reported that this had been completed.

Amy Weseloh Gray should take a picture of the current Book Club book for posting. The Board thinks this was done, and it was suggested that some pictures should be taken from the actual meetings for posting.

Lisa, Leslie and Cathy will be given administrative capability on the PWA Facebook page for posting. This has been completed.

Carol stated the need for \$25 gift cards, \$25 wine bottles and gift baskets / contents for gift baskets for the Derby Days event. Some donations have been received; more are needed.

Treasurer: Sonya reported that we are about \$1000 ahead of last year, and that the Leadership event will add a significant amount of money. On a side note, Diana noted issues with the WIFI at the Leadership event and said we need to make sure we have access at future events.

Sonya then walked the group through the 2019 budget, noting she had just received the auction budget that day. Net income is estimated to be approximately \$13,000. Some discussion followed on costs for the Symposium, and it was estimated we need 86 attendees to break even. 12 vendor tables will be available for members wishing to pay a fee to promote their business. **All committee chairs are asked to review the income and expense details for their respective areas and email Sonya with any changes.**

Board Reports:

Vice President: Diana asked for confirmation of the 2020 venue for the Speaker series, and the Board voted to approve using Fleming's again. It was suggested that we ask corporate members to be sponsors for the Golf Tournament, which raised the question as to what the T&C Chamber already has in place. **Diana will reach out to Cheri to find out what is needed.** Diana also reported that she had purchased 150 logoed cosmetic bags for the Golf Tournament and League.

Social Events: Cheri was not able to attend the meeting.

Corporate Membership: Teri reported that some corporate members have asked for more flexibility in ticket use due to date conflicts, and that some are also voicing concerns about renewing their commitment for 2020. Two have strong women's programs already and indicated greater flexibility would allow more of their employees to participate. The Board voted to approve 20 or 10 tickets, depending on type of membership, to be allocated at the corporate member's discretion among the Leadership/Symposium/Skill Builder events. **Teri will update the membership sheet and work with Julie on updating the website, and reach out to a few of the members to "romance" this new option.**

Philanthropy: Pam would like to order hats and T-shirts for philanthropic events and for member purchase, and asked if polo shirts would be preferable to T-shirts. After some discussion on preferences, it was determined that **Pam will look at both a Y-neck polo and V-neck shirt and discuss with her committee.**

We will participate in the YWCA walk on September 12 and are looking for volunteers to work from 4:00 – 7:00; the walk begins at 6:00. The cost of \$25 includes a T-shirt; volunteers receive complimentary parking and a T-shirt. PWA will supply a hat with the \$15 participation charge.

Marketing and Social Media: Michelle reported that posting will be systematized using the Hootsuite tool.

She asked the Board for permission to explore potentially replacing the website, as it is not as functional as we'd like it to be, nor does it present our desired image. The estimated cost would be \$5000 - \$7000. After an extensive discussion, it was agreed that she could proceed with research.

She also proposed allowing members to purchase a \$50 half-page or \$100 full-page ad in our newsletter (similar, she noted, to what Chambers of Commerce charge), with funds applied to the Scholarship program. **After a robust discussion on the best options for placement and pros and cons of adding this capability, Michelle agreed to research this further and report back to the group.**

Finally, Michelle raised the question of adding external marketing for corporate members, such as having one of the Speaker Series meetings powered by the sponsor. Michelle will work with the Corporate Membership committee to discuss this further.

On behalf of the Fundraising Committee, Carol again asked for donations for Derby Days. These items can be brought to a meeting, or pick-up/delivery arrangements can be made with Carol.

The meeting adjourned at 7:55.

Respectfully submitted,

Cathy Perry, Secretary