

Professional Women's Alliance

Minutes, April 24, 2019

Attendance:

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

Secretary: Minutes from the March meeting were approved without 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. This item remains in progress.

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; this item remains in progress.

Kim and Julie will work on revising the by-laws and present the results at the October meeting. Revisions include the establishment of the Executive Committee and the selection of Board members. Elizabeth is working on them 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. Michelle was not present to provide an update.

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 reported past expenditures for several years' events and the associated member and guest charges. After a robust discussion, the Board voted to approve a \$25 member and \$35 guest charge for registration completed by October 31, and a \$35 member and \$45 guest charge for registration after that date.

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 reported that the top three sponsors opted out of the Golf Tournament, as they do not want to play 18 holes. The Board voted to continue with the partnership for this year.

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. This idea remains in progress.

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. It was agreed to hold this event in the evening in October, with a date to be provided later.

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. Teri reported that no organizations have accepted her offer to hold a PWA Open House at this point.

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. It was suggested that Michelle Burghardt discuss this in more detail with Amy.

All committee chairs are asked to review the income and expense details for their respective areas and email Sonya with any changes. This item was a to-do from the March meeting, but as Sonya was not in attendance, no update was provided.

Pam will look at both a Y-neck polo and V-neck shirt for philanthropic events and discuss with her committee. This item was a to-do from the March meeting; no update was provided.

Teri will update the membership sheet regarding the new ticket allocation options and work with Julie on updating the website, as well as reach out to a few of the corporate members to "romance" this new option. This item was a to-do from the March meeting; no update was provided.

After a robust discussion on the best options for email ad placement and pros and cons of adding this capability for our members to market their businesses, Michelle agreed to research this further and report back to the group. This item was a to-do from the March meeting, but as Michelle was not in attendance, no update was provided.

Each committee is asked to donate a basket to the silent auction at Derby Days.

Treasurer: Sonya was not in attendance to provide a report.

Operations: Julie noted that we have the opportunity to advertise two events in the St. Louis Business Journal as part of our arrangement with them. In addition to Derby Days, the Board voted to approve advertising the Golf Tournament.

Past President: Elaine reviewed the work done during the first Scholarship Fund committee meeting; detailed notes from the meeting were included in Google Docs. Following her review, the Board approved moving forward on this project.

Board Reports:

Vice President: Diana reminded the group that we should be mindful of our requirements for event venues so that we are not going back to them with multiple changes after an event has been arranged.

Social Events: Cheri reported on pricing associated with the upcoming Pop-Up Happy Hour at Westport Social (\$45 per person minimum to receive a dedicated space and a server), and it was determined we would not pursue that particular option there. As noted under the to-do list items, a date in October will be scheduled for a visit to the Real Time Crime Center, and the Board approved moving forward with the Golf Tournament despite the loss of three key sponsors.

Membership: Lisa noted that some individuals who have not renewed their membership expressed concern over the lack of networking opportunities. Discussion followed that our “elevator speeches” about PWA should focus on professional development options rather than networking.

Programming: Nancy is looking for someone to assume the leadership of the Public Speaking Forum. Although various individuals had expressed interest when the group was forming, no one has volunteered to lead the effort. It was also noted that we received more response than usual from our presence at the Small Business Expo.

Fundraising: More bottles of wine are needed for Derby Days, as well as help on the day of the event. It was reported that only two tables of individual tickets were purchased, and that some other organizations are hosting events at or close to our date. It was suggested that we **consider a date change in the future for this event.**

The meeting adjourned at 7:20.

Respectfully submitted,

Cathy Perry, Secretary

