

Professional Women's Alliance

Minutes, May 29, 2019

Attendance:

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

Secretary: Minutes from the April 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 had been 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, in addition to the new Scholarship Fund. **Elaine will forward information to Kim and Julie from the Scholarship Fund decisions.**

Michelle Burghardt will pull data to track member demographics. This work is in process, to have been completed by the April meeting. Michelle has not renewed her membership and resigned from the Board; Kim is following up with Shannon on the assumption of Michelle's responsibilities. This item remains in process.

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. Julie and Pam have met and have sketched out a format. Implementation remains in process.

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. This visit will be held on October 4 at 5:30 p.m.

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. No update was provided.

All committee chairs are asked to review the income and expense details for their respective areas and email Sonya with any changes. Sonya included information in this regard in her report.

Pam will look at both a Y-neck polo and V-neck shirt for philanthropic events and discuss with her committee. Hats have been ordered; the committee continues to look at both shirt options. Samples of each have been ordered; a decision will be made after they are received.

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 has resigned, no update was provided.

Treasurer: Sonya presented the budget for the year, which the Board voted to approve. Expenses continue to come in from the auction, so final totals cannot be provided until the June meeting. Sonya reported that we are in great shape compared to last year. As part of the discussion on the fundraising effort for Lydia’s House, Nancy reminded anyone in the group who donated to the Fund the Need effort to send tax credit paperwork back to Lydia’s House as soon as possible.

President: As noted above, Kim reported that Michelle Burghardt has resigned her Board position as the Marketing Co-Chair and elected not to renew her membership. Kim reminded the Board that the By-Laws require all Board reports to be submitted no later than noon on the Friday before the Board meeting, so Julie can compile them and send them out with enough lead time for all to review before the meeting.

Operations: Julie discussed several individuals who did not renew their membership, with one moving and one taking a different job that was not as applicable to PWA membership. It was confirmed that an email is sent out to each non-renewing member to learn the reason why she did not renew.

Board Reports:

Vice President: Diana noted that there was some discussion at the last meeting regarding a possible theme change from Derby Days due to concern over attendance this year. One suggestion for a different theme was a Casino Night, to which there was a reply that such an event would require a significant number of volunteers to cover the tables. It was noted that there were several conflicting events this year, and that the Doubletree Chesterfield location worked well. It was also reported that we raised a good sum of money this year.

Marketing: Leadership has transitioned to Shannon; there was no meeting in May.

Social Events: Cheri reported that only she and Michelle Burghardt attended the recent Pop-Up Happy Hour at Westport Social. One proposed event for July is axe-throwing. One new member has joined the Social Committee. Cheri reported that we are in need of sponsorships for the golf tournament, as we are in charge of dinner. It was noted that some sponsorships have been lost because the donors prefer to give directly to Lydia's House.

Membership: Lisa reminded the group to reach out to new members after receiving notification from Julie. She also asked whether anyone had any thoughts on a "tag line" for PWA when we are talking to potential guests about the organization, and some discussion followed regarding a "tag line" contest.

Philanthropy: Pam noted that the September event has been changed to September 9.

Programming: Nancy noted that she is very excited for the plan and speakers for this year's Symposium. It was reported that this event typically attracts a large number of corporate members, and not enough individual members. Vendor tables will be offered for the first time; they were offered first to corporate members, then to speakers, and purchase of a vendor table will now be opened up to general membership.

Fundraising: It was noted that the transition from dinner to speaker at the Derby Days event was a bit rocky, but that overall the event worked very well. A full summary is provided in their Committee Report.

The meeting adjourned at 6:45.

Respectfully submitted,

Cathy Perry, Secretary