

Professional Women's Alliance

Minutes, June 26, 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)		Carol Hofer
X	Lisa Oxenhandler	X	Teri Deering
	Tabbatha Sipes		Vicky Gavrias
X	Pam Reitz	X	Tara Gregor
X	Nancy Nix-Rice	X	Cheri Ballard
X	Shannon Hagrman	X	Julie Hohe

Secretary: Minutes from the May 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. During discussion at the meeting, it was agreed that members could use the "Humble Brag" site on the website (to be renamed) to publish member news, events, etc. A link to the renamed site will be published in the newsletter, and these items will scroll on the screen during the lunch portion of the Speaker Series meetings. **The Marketing and Membership Committees will work together to determine the details and present them at the July meeting for a formal vote.**

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. Leslie has the necessary wording, and Elaine has forwarded information to Kim and Julie from the Scholarship Fund decisions.

Board Selection Process: Kim presented that the by-laws require that the Executive Committee is to manage the process, not just the President and President-Elect. **By-laws will be revised to reflect the Board positions to be included on the Committee.**

Some discussion followed regarding the process to be used this year to nominate candidates.

Leslie will work with Julie to send an email to PWA members asking for anyone interested in a Board position to let her know. Leslie will send email to existing board members asking if they have any people they recommend for open board positions. Board members whose term is expiring who are interested in continuing to serve should also speak with Kim or Leslie. In addition, the item will be discussed at each table during the August lunch meeting. Diana will secure a room for a 1.5 hour Executive Committee meeting in August to review the potential candidates. The Board will then vote on the slate thereafter.

Michelle Burghardt will pull data to track member demographics. This item was tabled.

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.

Pam will look at both a Y-neck polo and V-neck shirt for philanthropic events and discuss with her committee. The committee has decided on a V-neck option for T-shirts and ruled out white. They are close to a final decision.

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. See the notes above for the second to-do item.

Treasurer: Sonya presented the Balance Sheet, in which she noted that our cash balance continues to rise, compared to last year. We do have an outstanding accounts payable item from the fundraiser that will reduce it by \$8556.80. Some discussion followed on whether we should invest some of our cash in a CD to earn a higher level of interest. The Profit and Loss report shows that we are \$3000 ahead of last year, with a \$12,000+ profit from Derby Days.

Board Reports:

Programming: A detailed timeframe was created for the upcoming Symposium, and Leslie and Kim were asked to serve as moderators for the sessions. **Nancy is to prepare a checklist for them.** It was noted that vendors with tables need to register for the event if they will be participating beyond sitting at the table. Beth Chesterton will wrap up the event, and door prizes will be drawn.

The Skill Builder event, topic to be determined, will be held on August 22 at The Egg and I.

Volunteers are needed to lead the Public Speaking Forum Committee.

Social Events: Cheri has scheduled a July social event at the Amp Up Action Park. **The original date conflicts with the July Board meeting, so Cheri will select a new date.** We continue to seek sponsors for the Golf Tournament; past sponsors have expressed concerns with the tournament being 18 holes rather than 9, and the fact that proceeds will be split with the Town and Country Chamber rather than all going to Lydia's House. The Chesterfield Chamber of Commerce is also doing their tournament on the same day. It was noted that we need 40 golfers to break even. To help attract golfers and sponsors, we will use a table at the Symposium for promotional purposes.

Membership: After some discussion, the tag line "PWA – Providing peer support and professional development" was selected as the winner of the contest. Elaine Mahr submitted the winning entry and wins a free lunch.

Corporate Membership: Teri Deering asked if anyone has connections at Caleres, Edgewell Personal Care or Impact Group, so she can have a warm introduction before contacting them for a discussion about PWA. She noted she has guest passes in her budget to allow her to bring interested parties to a meeting.

Philanthropy: Pam will have PWA hats available at the lunch meetings for sale; it was suggested that this should be publicized in advance so interested parties can bring cash with them for purchase. Pam also reported that, due to date changes, the September activity has changed to working at the Ronald McDonald House on September 6. The November event will once again be World Food Day on November 1; a minimum of 10 volunteers is needed.

The committee is also working on a Vision Board program, to help girls determine goals and create vision boards of their own. Pam's goal is to put the program together in 2019, so it can be rolled out to various organizations in 2020. She also noted that the Mentoring Committee has discussed doing something in conjunction with her group, and this is a possible opportunity for that collaboration.

Finally, Nancy offered to be the point person for members interested in participating in a thirteen-week Witnessing Whiteness program.

Fundraising: Michele reported that we will stay with the Derby Days theme for 2020 and remain at the Chesterfield Doubletree. **Diana will check on availability on the Thursdays before and after the Derby.** Michele also reported that they are considering replacing the photo booth, which was not used by many, with various props that can be used by people taking their own pictures. They will also reach out to several hat makers to see if they can have some donated or offered at a discount rate for a raffle. The committee is taking the summer off, but looking to expand in number afterwards. She also asked for connections at any of the organizations noted in her committee report to get an earlier start on sponsorships.

The meeting adjourned at 7:20.

Respectfully submitted,

Cathy Perry, Secretary