

Professional Women's Alliance

Minutes, July 31, 2019

Attendance:

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

Secretary: Minutes from the June 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. Notification to PWA of a website hack or breach is not part of our current contract. We pay \$500 per year for website service and hosting, which is less expensive than other quotes received. However, our current web contractor lacks follow-up and customer service skills. **Sonya volunteered to collect names of other website contractors and determine what pricing would be for a different one.**

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.** This item remains pending.

It was noted that the Marketing Committee will create a gmail account people can send photos to, and the Committee can post them on the Facebook page.

Kim and Julie will work on revising the bylaws and present the results at the October meeting. A discussion of bylaw changes is documented later in the Minutes.

Cheri had scheduled a July social event at the Amp Up Action Park, which conflicted with the July Board meeting, so Cheri will select a new date. The date selected was a week prior to the Board meeting; this item can be considered closed.

Treasurer: Sonya reviewed the Balance Sheet and Profit and Loss Statement. Symposium numbers are not all in yet and should increase when they are. Auction numbers came in just below last year's event due to the expense for the Doubletree venue compared to last year's space donated by Edward Jones. The detailed Auction Income and Expense spreadsheet shows \$18,768.07 in net income and \$27,395 for Fund the Need, for a total of \$46,163. **Julie will research whether mobile bidding could be used for Fund the Need.**

Board Reports:

President: Kim discussed changes to the Bylaws, which included the following:

- amending the date the bylaws were revised.
- adding review of the To-Do List items at the Board Meeting as a duty of the President-Elect, which is already being done today
- adding the Scholarship Fund
- adding the selection process for incoming board members

The Board suggested minor wording changes, which Leslie will update accordingly.

President-Elect: Board members are asked to talk about open board positions at the August lunch meeting and send Leslie the names and numbers of women who are interested, or ask them to contact Leslie directly. Members are also asked to send Leslie their referrals for the open positions. Outgoing members are asked to let Leslie know if they are interested in continuing in their current roles or in another role.

Social: Cheri has asked for ideas to attract more people to the social events. Nine people attended the Escape Room event, but only five signed up for Axe Throwing, which had to be cancelled as the numbers were below the minimum of 15. Only two attended the Pop-Up Happy Hour. Ideas suggested included:

- The Pop-Up Happy Hour might have been affected by the timing proximity to Derby Days.
- July is a difficult time for social events due to vacations.
- Publish dates well in advance so people can update their calendars before their schedules are full.
- The Wine and Chocolate event is always popular and could be repeated.

A sponsor has been obtained for drinks and appetizers for the Golf Tournament. More teams are needed to sign up. An ad has been posted in the Business Journal, and **Cheri will see if an ad can be placed in the Small Business Journal to increase awareness.**

Programming: Symposium feedback included the following:

- Venue, food, sessions were good; members enjoyed having a choice of which presentations to attend
- Use of a bell to move attendees from the Vendor Tables to the room for the Keynote Speaker was suggested.

Interest has been expressed in the PWA Presenters Forum, but no one wants to lead it. It was suggested that each Presentation Skills Committee leader pick a date for which she would serve as the leader, in order to spread out the work involved. Tabbatha suggested offering it as something that mentoring members can attend as part of their program, as those individuals have expressed a desire for more structure within the program.

Fundraising: A contract has been signed with the Doubletree in Chesterfield for the Derby Days event on April 30, 2020. More members are needed to serve on the Fundraising Committee.

Mentoring: Mentors and Mentees rate the current program a 6 – 8 out of 10. Mentees are asking for more structure and guidance from the Mentors. The Mentoring Committee plans to have meetings with the Mentors to outline expectations and provide more structure. Over the next 30 days, Tabbatha will create plans on how to be more structured based on this feedback.

The meeting adjourned at 7:35.

Respectfully submitted,

Cathy Perry, Secretary