

Professional Women's Alliance
Minutes, August 28, 2019

Attendance:

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

Secretary: Minutes from the July meeting were approved without changes.

To Do List Review

In Leslie's absence, Kim 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.** Sonya was referred to Sue Spenser and will speak to her in this regard. Lisa Oxenhandler has another introduction to make to Sonya, Kara Gamber. Kim noted that she would like to be on calls with these referrals. Julie asked to make sure that plug-ins would be updated under a future contract.

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 and is tabled to the September meeting due to Shannon's absence.

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. Julie created an email address, pwapictures@gmail.com, which was sent to the Marketing Committee and included in the newsletter. This item can be closed.

Kim and Julie will work on revising the bylaws and present the results at the October meeting. The review of this item is noted below in the minutes.

Julie will research whether mobile bidding could be used for Fund the Need. This is on Julie's to-do list.

Cheri will see if an ad can be placed in the Small Business Journal to increase awareness of the Golf Tournament. Due to Cheri's absence, there was no update on this item.

Treasurer: Sonya reviewed the Balance Sheet and Profit and Loss Statement. On the Balance Sheet, the \$73,786 in the Commerce checking account will be reduced by outstanding credit card bills, but will still be above the comparable 2018 number. Following last month's discussion about the possibility of moving dollars out of the money market account and into a CD to earn a higher rate of return, Sonya reported we would only earn an extra \$120 per year. **It was noted that TIAA Bank has a 2.4% rate, which Sonya will look into.**

On the Profit and Loss Statement, income shows a healthy increase over 2018. Some discussion followed on ways to break even on the Symposium, including eliminating free drink tickets, adding sponsors, or purchasing microphones to save on AV costs. In regard to the latter, it was noted that AV costs rose this year because we had concurrent break-out sessions, and that any purchased equipment may not work at all event venues.

Our final total from Derby Days was reported at \$45,913.07, which can be used in next year's budgeting.

Sonya noted that Commerce could save some money on merchant servicing compared to our current arrangement, with easier reconciliation and the same capabilities. She was asked to make sure our website contractor looks at any new solution to make sure it will work for us. **Michelle asked if we would be able to swipe attendee credit cards at Derby Days to save having to key in all the information, which results in longer lines; Sonya will follow up on this.**

Michelle also mentioned that we would need at least five swipers at the event.

Operations: Julie reviewed the August 2019 membership report, with some discussion following on the reasons why individual members did not renew their membership.

Board Reports:

President: Kim reviewed the changes to the Bylaws, which were highlighted in the document. It was further noted that the Past President's duties needed to include formulating and conducting the meetings for the Scholarship Committee. The revised Bylaws were approved by Board vote.

The Application and marketing materials for the Scholarship Fund were reviewed and approved by Board vote.

The proposed slate for the 2020 Board was reviewed and approved by Board vote. Members are to notify Leslie of recommendations for the positions of President Elect, Digital and Social Media, Marketing, and Membership.

Golf League: Diana reported that seven teams have registered to date; three more are needed. We have 13 sponsors, including a beer sponsor. The question was raised as to whether we can promote Anheuser Busch and the MAC. **Julie will look into posting the tournament on EventBrite.**

Philanthropy: The next event, on September 6, includes purchasing, preparing and serving food at the Ronald McDonald House, followed by Happy Hour. Only three volunteers have signed up; more are needed (several Board members then volunteered to participate.)

The meeting adjourned at 6:56.

Respectfully submitted,

Cathy Perry, Secretary