

Professional Women's Alliance
Minutes, September 25, 2019

Attendance:

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

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

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.

The status of this effort is noted below under the President's report.

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 due to Shannon's absence.

Julie will research whether mobile bidding could be used for Fund the Need. Julie reported that Lydia's House has an account and can set up a campaign for Fund the Need for members to use for mobile registration. Some discussion followed on having a separate incentive for pre-registration, such as a ticket for a prize drawing just for those who pre-register.

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.

Sonya will look into TIAA Bank, which has a 2.4% rate, as an alternative bank to hold some of our funds, to earn a higher rate of return. This item was tabled due to Sonya's absence.

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. This item was tabled due to Sonya's absence.

Operations: Julie reviewed the September 2019 membership report, with some discussion on those to whom calls had been made about membership renewal. **Julie also will send an email to solicit nominations for the VOICES award by October 15,** to allow the Board to vote on the submissions during the October meeting. Julie will let the President and President-Elect know the winner.

President: Kim reviewed the results of interviews with several web service companies. Costs per month ranged considerably among them, from \$69 to \$395, compared to the \$500 that we currently pay annually. These costs do not include any redesign of the website, which would be provided via separate bid. It was suggested that we ask for website samples, Certificate of Insurance, length of time in business, and number of employees, and place all of this information in a comparison spreadsheet.

Kim also reported that Teri Deering is resigning her board position.

Board Reports:

President-Elect: Leslie reported that she is considering hiring a marketing company to increase our brand presence and help with primary marketing functions. In conjunction with Kim's web service review, it was noted that some marketing companies can also do the website work. Some discussion followed regarding how we would direct work to the company and how it would interact with the board. It was also suggested that we should use the Marketing Recommendations Report prepared last year to set goals in this regard. Further details will be discussed at the next Board meeting.

Social Events / Golf League: Julie reported that four people have signed up for the Real Time Crime Center event on October 2. For the Golf Tournament, we have 13 hole sponsors, and the Cart Sponsor. Eight teams have registered, two short of the goal, which is the same number as the Chamber of Commerce. Anheuser-Busch is providing beer. **A survey will be sent to participants after the Tournament, and the Social Committee will provide a summary of the event and determine the future direction of the Tournament.**

Diana raised a discussion of how to use surplus funds from the Golf League, which is "use or lose" in the budget. She prefers to give funds back to the golfers, but after some discussion of how funds have already been allocated, it was agreed there would be no change to allow funds to be carried over to next year.

Programming: Seven volunteers for the Member Spotlight are needed for next year, as some potential presenters were redirected to speak at the Symposium. It was noted that our October speaker, who focuses on diversity and inclusion at Ameren, could be a boon to the HR departments at our various corporate members. Nancy will give a draft to Julie to send to the corporate member liaisons to hopefully help drive attendance.

Fundraising: More committee members are needed; Nancy volunteered to help. The committee will have a table at the November meeting and will bring the “big check” to illustrate the size of our donation. They will start promoting Derby Days in November.

Mentoring: Tabbatha reported that they had their first committee meeting, to set the direction for 2020. The first meeting will be held in late January, with the program starting on February 1. They will have a committee table at the October meeting, and it was suggested that someone should speak about the program at the Holiday Party.

The meeting adjourned promptly at 7:05.

Respectfully submitted,

Cathy Perry, Secretary