

**Professional Women's Alliance**  
**Minutes, October 30, 2019**

**Attendance:**

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

**Secretary:** Minutes from the September meeting were approved without changes.

**To Do List Review:**

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.

This item is on hold until a marketing company is chosen. Sonya noted she is looking into the back end of the website in order to save money.

**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 resignation and the upcoming selection of a marketing company.

**Julie will research whether mobile bidding could be used for Fund the Need.** This item has been completed.

**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.** Sonya will prepare a document on this issue to review at the Retreat.

**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 remains on Sonya's to-do list.

**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.** This item has been completed, and results are reported below.

**Treasurer:** Sonya reported that not all Golf Tournament income is included in the reports, but we did make money on it. The only event left this year is the Holiday Party. She has information that can be used for the 2020 budgeting process, which can be started earlier.

The contribution amounts to Lydia's House and other selected charity are to be determined at the retreat.

Some discussion followed regarding membership dues and the best way to restructure the YP group to increase their involvement. Decisions in these matters are to be made later.

### **Board Reports:**

**President-Elect:** Leslie reported that Stephanie Dobson has stepped down as Membership Chair for next year. The Board voted to approve adding Mary Book to the Board.

Leslie is in need of suggestions for President Elect. Some discussion followed regarding the Bylaw prohibitions against having more than a certain number of corporate members on the Board, which limits candidate options for this and other positions.

**Social Events / Golf League:** There were 13 responses to the Golf Tournament survey, with the majority stating they do not want to do the tournament with the Chamber of Commerce again, with many feeling rushed and that the men were more competitive, and dissatisfaction that beverages were at the men's tees. Playing 18 holes rather than nine was not an issue. 30% of respondents rated the Tournament as excellent. **The Social Committee Chair is to review the detailed results and report back a summary and recommendation to the Board.**

**Philanthropy:** Pam reported that the last event for the year, World Food Day, was held the Friday before the Board meeting. Next year the committee plans to focus more on one-time commitments such as this, as member involvement is greater for that type of event rather than those that require a longer-term effort, such as furnishing a room at a women's shelter.

**Programming:** Calendar dates are set for next year. Some discussion followed as to the desired date for the Symposium, scheduled in July. The Board agreed on July 8 as the date for the Symposium, so it does not conflict with golf on the 15<sup>th</sup>. Diana booked the venue already for July 8, so no changes are needed. The Committee is looking at options to change the format of the Symposium to reduce the number of rooms while retaining the same number of speakers. Discussion followed as to the pros and cons of providing food and drink tickets.

**Fundraising:** Carol reported the need for a co-chair for the committee, and Elaine committed to speaking with Diana Tucker about serving. Carol also asked about any requirement for donations from Board members, such as providing bottles of wine and/or raffle tickets.

The meeting adjourned promptly at 7:20.

Respectfully submitted,

Cathy Perry, Secretary