

## Professional Women's Alliance

### Board Meeting Minutes

4.29.20

#### Attendance

X	Leslie Garvin	X	Kim Brandon
X	Lucy Sullivan	X	Diana Ferner
X	Sonya Tandy	X	Erin Leach
	Shannon Hagrman	X	Phyllis Jaudes
	Diana Tucker	X	Carol Hofer
	Rachel Jeep	X	Mary Book
	Derlene Hirtz	X	Tabbatha Sipes
X	Bernie Frazier	X	Tara Gregor
	Cheri Ballard	X	Julie Hohe

---

#### 1. Start Virtual Meeting/Technology Issues

---

#### 2. Review and approve March minutes

- Sonya: broke out scholarship into two items, per March minutes
- Diana F: sent card to Teri, she sent an appreciative email
- Diana F: DoubleTree is not accepting meetings for July dates at this time (for Symposium)
- Diana F: Edwards Jones is not accepting dates until October (for SkillBuilder, planned Aug. 27)
- Diana F: Julie and Diana F to pick 2021 dates and see if places are accepting reservations
- Minutes from the March meeting were approved without changes (Moved: Diana F, Seconded: Sonya)

---

#### 3. Operations Updates

- Membership renewal fees due at end of March are being extended to end of June. This is being done to accommodate possible financial hardships during COVID-19 pandemic.

---

#### 4. PWA Zoom Account

- PWA made the decision to pay for a Zoom Account
  - Feel free to use for committee meetings (reach out to Julie for log-in info)
  - Plan to use for webinars as well

- Might use for PWA Board Meetings
  - Saves money over in-person meetings (because of food order)
  - Works better than WebEx because no need to dial in separately
  - **Let's keep using it for a while as a test, maybe move to some in-person/some Zoom as we move forward?** Next year's Board can decide what they will do next year.

---

## 5. Coronavirus Impacts on PWA

- Programming changes: lots of webinars
  - Many people liked webinars, good attendance (5-100+ people)
- Social Media in April: 4 free business/video ads + advertising PWA events + inspirational
- May events: some of the events have moved online, we're waiting on Skillbuilder and Golf. . .
  - Let's think about continuing virtual options going forward, but also have to figure out how to charge people for at least some of the events
    - **Maybe a virtual membership option?**

---

## 6. Committee Reports Requiring Discussion

### Programming (Bernie/Tara)

- Symposium
  - Committee is still moving forward from a planning standpoint
    - Items pending: order of speakers, happy hour menus, vendor fair
  - Have been communicating with speakers and have received marketing information from all except one (expected this week)
  - Thought is that committee will continue to closely monitor the situation and alert speakers/PWA if anything comes up
    - Social distancing may mean we have to put chairs between people, would limit numbers of attendees
    - **Can we hold it in person and also live stream it?**
      - Double revenue: virtual ticket or in person
      - Need to make sure speakers are comfortable
      - **Diana F will ask hotel if they have ability to live stream and the cost? And if we can bring in an outside person to do it for us?**
  - **Who is handling marketing? Who should get the bios/etc.?**
    - **Committee to send all marketing info to Michelle, copy Leslie, Julie, and Lucy for now!**
    - Adrienne Luther may be interested in marketing . . .
    - Lucy knows a new member who has agreed to do social media posting
  - **Committee + Diana F will try to get together in next few weeks to discuss food, AV equipment**

- Tables:
  - 5 of the speakers want a full table
  - 10-14 tables last year, plus 5-6 high tops (4 corporate members and the rest were individual)
  - Could have more tables in hall this year because will only be using 2 speaker rooms, so people won't have to move through hallway
- What do we do if we can't have it at the hotel?
  - **Diana F: we're within 90 days, so Diana F to call hotel and see if they'll be flexible/what our options are. Will report back to Committee and Board.**
  - Tara wants to make sure we don't create a nightmare for Julie, maybe want to make decision before we start selling tickets?
  - **Decision: We should be prepared to host virtually.**
    - Will need to have a moderator to smoothly pass off between speakers
    - Be careful to not just make it a normal webinar, because people are burnt out – are there things we can do to make it creative, exciting?
    - ZOOM Webinar is good function, works well, but it's \$40ish
- May Skillbuilder
  - Speaker is willing to do virtual – **Decision: Go Virtual.**
  - **Do we charge? Decision: yes, charge \$10 for members and \$12 for guests.**
    - Lesser charge than usual because no food
    - People more likely to show up with skin in the game
    - Difference in price so that members are getting a benefit
  - How do we do networking?
    - Breakout rooms - Available on Zoom & WebEx
      - Julie investigated Zoom and we do ability to have break out rooms
      - **Lucy to talk to moderator at her work about how to make random groups and facilitate break out rooms.**
      - **Lucy and Julie to work with Tara and Bernie on getting Zoom, breakout rooms, and slides set up.**
- June Signature Speaker Series
  - Planning to move forward, but monitoring closely
  - Speaker (Lt. Col. for S'TLPD) understands uncertainty and is on hold
  - Will need to make a decision by May 10, 2020 (30 days out)
  - There will probably be a 6 ft apart requirement
  - **Diana F to call Flemings and ask if they are open and if so what restrictions – report to Tara and Bernie to make a decision by May 10 deadline.**
  - If not, should we consider a virtual option?
    - **Decision: Yes; \$10 and \$12 prices.**
  - Cathy Davis was supposed to be Member Spotlight in April, she was going to go in June – will need to highlight both at virtual June event. **Decision: Ok!**

- Interest in other Events
  - Nancy Nix-Rice wants to do another webinar; Jennifer Stewart wants to do one, maybe others – should we let them host another?
  - **Decision: Yes!**
  - Logistics of Webinars:
    - If they are free events, then let's advertise PWA at those events.
    - Possibility of allowing speakers to share in revenue?
      - Can't do it this year because all speaker sponsor spots are filled.
      - Good idea to consider for 2021.
    - **Programming Committee will continue working with Julie to get new webinars scheduled.**
    - **Julie to send Zoom link out 1 day in advance and then again right before with password to prevent hacking.**
    - **For free webinars: Julie to password-protect**
    - **For webinars with a charge: Julie to password-protect and set up a list of attendees and a waiting room and only let in people who've paid – have presenter go on with presentation while host checks lists**

#### Fundraising (Carol)

- New date for auction: Oct. 22, 2020
- Julie's already updated the Save the Date with new logo – thanks, Julie!
- Don't know if and how we could do it virtually and still get positive results
- Contingency plan
  - **Diana F to find out cancellation options, whether venue will be flexible given the circumstances, and will let Carol know.**
- Committee needs another co-chair . . .
- **Date for 2021? Decision: stick with the last Thursday in April/first Thursday in May.**
  - **Diana F to check out date options.**

#### President Elect (Lucy)

- Nonprofit Intern
  - We have a member who will take care of posting on social media in the interim (during Michelle's maternity leave)
  - Unpaid internship with Webster student option – Webster is very interested, they just need a job description from PWA

- Plan to have them handle social media, but it won't be enough work
  - **Every committee to send a list of items that have been on the backburner to Lucy and Leslie.**
  - Ideally it'll be on a 6-month rotating basis, give the student lots of nonprofit experience and help PWA get projects accomplished
  - Recruiting for 2021 Board
    - Lucy to email about open year 2021 board positions (Fundraising, Mentoring, Programs, President-elect)
    - **Everyone think about names of people we are interested in having on Board, please respond to Lucy's email!**
  - FOCUS Group – good, helpful feedback, **Leslie and Lucy will synthesize and present points at next Board meeting.**
- 

## 7. Financials

- We are a little low because of current situation (about \$3000 under than last month on P&L)
  - Sonya did an Actual vs. Budget report for everyone to review
  - **Sonya to play with Scholarship numbers to show YTD next time.**
  - More money for golf league deposited in April – good job on getting numbers up, Diana F!
  - Kudos to Bernie and Tara for dealing with all the changes! And everyone!
    - Message from Leslie: good work, everybody, this Board is doing great to guide us all through these weird times. Keep it up!
- 

## 8. Adjourn: 7:16 pm

\*\*Next Board meeting may be at St. Luke's or virtual – TBD.\*\*

\*\*Also TBD, Board may have virtual meetings going forward for some portion of its meetings.\*\*