

Professional Women's Alliance

Board Meeting Notes

5.26.2021

Attendance

x	Lucy Sullivan	x	Leslie Garvin
x	Cindy Dolniak	x	Diana Ferner
x	Sonya Tandy		Carol Hoffer
	Diana Tucker	x	Abby Mahon
x	Bernie Frazier	x	Kimberly Vissak
	Rachel Jeep	x	Mary Book
	Phyllis Jaudes		Julie Hohe
x	Michelle Archer	x	Nicole Lewis
x	Jaime Curry	x	Katherine Flett

Sonya Tandy a moves to approve meeting minutes from May. Diana Ferner seconded. Majority approved.

Programming – 5:35 – Kimberly & Bernie

- Did we have three projectors at last symposium?
 - One speaker provided one before – Mary provided one before
 - Do we want to bring in our own if allowed? – Cost \$835 w/projector - \$335 w/out projector
 - Yes, Bernie has one – PWA has a projector
 - Confirm with Julie PWA has a projector
 - We are underbudget this year because we have two rooms instead of three
- New idea for this year's symposium – 50/50 raffle
 - Phyllis will help w/raffle during registration
 - 50% to ticket, 50% to Lydia's house
 - \$5 per ticket
 - Incentive to spend \$20 – 5 tickets for \$20? 6 tickets for \$20?
 - **Decision – 5 for \$20**

- Will accept debit and credit cards for tickets
- Will follow up with check to winner if more people pay with credit cards than in cash
- Donations for gift bags
 - Hand full of donations since initial ask
 - We have boxes of gift bags now! Five boxes of 100. They are nice!
 - Cost – came out of marketing and advertising
- Three members have offered grand prize
 - Mary Shackelford – gift basket essential oils
 - Webster – grand prize worth \$100
 - Bernie & Kimberly – want grand prize of certificate for productivity sessions (Kathy Sexton)
 - Membership committee donated 7 of glass water bottles and one year PWA membership
 - Can we control who wins the one year?
 - Research of if we give away a free membership, nota high likelihood person would continue after the free
 - We used to give out free membership to all of our speakers retention was low and never renewed membership
 - After much discussion – no free membership giveaway
 - \$200 Woodard gift card (Michelle)
- Prior symposium grand prize was a hotel stay
- Lucy and Diana suggest that maybe we don't need to give away PWA membership since the value of all the other prizes is more than we have had before
- Should we use the water bottles for golf instead of symposium?
- We are over 50 registered for symposium
- Swag bag corporate sponsors
 - Suggestion: Contact Angela or Karen at Commerce Bank
 - St. Luke's Hospital usually donates – reach out?

- We have four items for the bag currently
 - Pocket notebooks
 - Large notebooks
 - Pens
 - Webcam covers
- We're going to add snacks to bags
- Do we have to have the same items for every bag? No.
- Planning for 130 to register for symposium
- Does Terri have promotional items to give away? Bernie contacted for the bag, but bags were 50% more through her.
- Check with Julie on PWA bags that are used for golf tees/pencil bag
- Mary and Rachel have 30 mirrors that could go into the bags
- Do we have brushes to give away? We have lots. We are going to add.
- Bags will be assembled day of event
 - Sonya, Lucy, and Lucy's interns will volunteer to help stuff bags – Lucy and interns to arrive at noon
- We can get to the event as early as 11:00
- Hotel to offer complimentary water – cups on table
- August Speaker Event at 11:00, not 5:30

Scholarship – 6:10 - Leslie

- Committee wants to offer scholarship recipients attendance for a PWA event – would like each person to present on how scholarship has affected them – would apply to those who have received scholarship this year
- We don't want all recipients to go to the same event because it would take up too much time

- Would we want to potentially have only one person speak? Do the recipients want to speak?
- Speaking is optional and not a requirement
- 4 out of 5 recipients are not PWA members – Tara only PWA member
- Should we have testimonials when scholarship application opens up again?
- Would we want them to speak at the holiday party? Maybe.
- Don't want to have at masquerade so we focus on Lydia's House
- Consensus seems to be signature series or skill builder

Motion: Diana makes motion for Leslie to reach out to scholarship recipients and invite to an event free of charge. Bernie seconds motion. Majority approved.

Events – 6:25 – Lucy

- Should programming be allowed to attend events for free?
- Lucy suggests programming goes to their events they plan for free. VP gets a golf 2x a month comped by PWA along with golf tournament. Fundraising for masquerade and derby gets events comped. President with corporate card would still pay for events, but President without corporate card would be reimbursed by PWA.
- Does Julie come to events for free? If not, she should be included.
- Do we begin when new board takes over or now?
 - Lucy would like to begin now to see if it impacts financials by any significant amount – Lucy thinks we should readdress and vote again in November 2022
- It may be easier to recruit people to positions having the events each position plans comped
- Is there a legal issue with comping positions?

Financials – 6:40

- Close to same amount in account this year as last year
- Golf league is up this year

- Membership fees are same as last year

Adjourn

Next Board Meeting: July 28 at 5:30