

## Meeting Minutes 4/27/22

### Attendees:

Julie Hohe  
Carol Hofer  
Lucy Sullivan  
Diana Ferner  
Kimberly Vissak  
Bernie Frazier  
Cindy Dolniak  
Nancy Bruce  
Katherine Flett  
Sonya Tandy (via zoom)  
Rachel Jeep  
Abby Mahon  
Mary Book  
Maggie West

Minutes – Motion made to approve March minutes by Cindy. Katherine seconded. Minutes approved.

### Fundraising – Abby/Carol

- We really aren't doing a lot of fundraising so do we want to continue supporting Lydia's House or is there something else that we want to do?
- Previously each committee had to bring a gift basket for fundraisers and board members brought wine and gift cards, but this isn't what is happening currently
- We will likely break even or lose on the event because of the cost of the space and the food
- We think we have contract in place for this year so we likely we have to go through with the event
- Last year's event was funded with two years of donations
- Abby suggested that we ask to bring items to designated events to potentially get the items we need – Diana suggested at Signature Series event – Diana is going to ask the golf league to bring something – each committee can have a theme as to what to bring
- Diana suggested maybe we have fewer baskets that are each worth more instead of so many baskets
- Will having fewer higher cost baskets price people out?
- We have previously done "buy it now" before and there was an issue w/board members purchasing prior to opening
- We had 98 baskets last year average \$83 per basket
- Suggestion – possibly 25 baskets and raffle items – We like this idea overall
- We want to require each committee to donate a basket

**Motion – Made by Lucy. Seconded by Abby to lower the number of baskets, raffle, and if not enough board would donate \$1500.**

### Membership – Rachel/Mary

- Custom new member intro at Danna McKitrick on 5/5 at lunch

- Suggested going to office of corporate members or do zoom to get more members and board members

#### Mentoring – Katherine

- Nicole got a promotion and is suggests Maggie West take Nicole's

#### **Motion - Maggie West take Nicole's place by Katherine. Seconded by Diana.**

- May 6 is end of deadline and we have three applications currently - two mentors and one mentee
- Katherine encourages everyone to share program info and invite people to take part

#### Programming – Kimberly & Bernie

- Action series event in May – they asked everyone be there in 5:30 and to not wear socks
- August Signature Series – Kathy Lambert from Connections to Success
- June Signature Series – Judy Ferraro (works w/Sonya) – This one is close to being done.
- Symposium – Do we want to price increase?
  - Suggested - \$45 and \$60
  - We lost over \$3500 last year
  - We will save some money on technology
  - Vendor tables – increase to \$75 for one or \$40/per person for two
    - Corporate members will still get the table for free
  - Can we get a flyer w/classes offered that we can give to corporate members?
    - We could but would be closer to the date because we are still getting speakers
  - Bernie asks that we encourage people with unique perspectives because we tend to get a lot of similar speakers
  - Sponsorships – 3 tiers
    - Overall sponsorship – highest category – 2 potential organizations - \$500
      - Signage at registration and water table
      - Logo first in program
      - Marketing flyer in bag
      - Logo in presentation
      - Special shout out
      - Tent on hightop w/logo
    - Tier 2 – food sponsorship – 4 organizations
      - Signage on food table
      - \$275
      - Flyer in marketing bag
      - Logo on screen – all four on same slide
      - Tent on hightop w/logo
    - Tier 3 – drink sponsorship – 4 organizations
      - \$175
      - Signage on bar
      - Flyer in bag

- Small logo on slide

**Motion – Abby made a motion that committee can move forward with sponsorship. Jaime seconds.**

Treasurer – Sonya

- We have \$61,000 and \$55,000 in money market which down from last year
  - We are down a bit because we are spending money on in person events
- For the most part financials are looking on par for the year
- Tax return is due in May. Accountant has access to QuickBooks to file return.
- Insurance has been paid

Social Committee – Lucy

- Dogwood Social will take reservation for free – we want to ask for a fee just to get buy in for a networking event
  - Possibly \$12 for one or two drink tickets
  - Reservation is going to be made for 20 with hope to get at least 10
- Wine tasting – event cannot be held at Husch Blackwell
  - Lucy is going to call Total Wine to schedule there possibly at the end of June
  - We will likely skip July and start again in August

VP/Golf League/Marketing/Philanthropic – Katherine

- Feed My Starving Children is something we're working on
- Nancy Nix-Rice has an idea for a social event
  - Private shopping event at resale shop on North Lindbergh
  - Could do evening or Saturday morning
  - Thinking September
- Social committee will lead with Nancy's assistance

Financials – Sonya

- Financially we are doing fine
- Sonya has reached out to have accountant look at our records
- Action series will be moved to a revenue account