

Retreat Minutes 12/10/22

Attendees:

Abby Mahon Ana Stringfellow Bernie Frazier Claire Moran Diana Ferner Jennifer Stewart Julie Hohe Katherine Flett	Kelli Risse Lisa Kopis Lucy Sullivan Mary Book Michelle Archer Nancy Bruce Rachel Jeep
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8:30 a.m. Ana makes a motion to begin the meeting and Diana seconds the motion. The motion passes unanimously.

Introductions & incoming board member training

Year 2022 Strategic Plan Review – Slides shown to the board – Lucy

Organization Goals:

Membership

Individual Membership

- 85% Retention + 20% Growth = 5% Growth

2022 Goal: 97 Individual Members

- 92 in Jan 1, 2022
- 100 as of Nov 30, 2022

Corporate Membership

- 90% Retention + 20% Growth = 10% Growth

2022 Goal: 11 Corporate Members

- 10 in Jan 1, 2022
- 14 as of Nov 30, 2022

Organization Goals:

Diversity and Inclusion

- All Committees incorporate Diversity and Inclusion into their planning (ethnicity & age)

PWA Branding & Publicity

- Events were posted on multiple social media platforms
- Participated in joint events with Humane Society

Scholarship Fund

- 7 Recipients
- Scholarship Fund marketing increased

Committee Goals:

Past President - Implemented PWA Scholarship Fund

President Elect - Review and update board selection process

Secretary - Create log of board decisions and publish for future reference

Treasurer - 2022 Accounting provide breakdown of accounts in more detail

Director of Operations

- Event Attendance – Individual, Corporate, Guest
- Corporate Use

Committee Goals:

Marketing/Social Media - Develop a process to engage members from photos & videos taken at events

Fundraising - To raise sufficient money for the cost of PWA Masquerade Gala and additional funds to provide to Lydia's House

Programs - Plan 3 Skill Builder breakfast programs

Social Events - Plan and coordinate the annual PWA Golf Tournament with another group

Scholarship Fund – Lucy**Overview**

- What is it?
- Why is PWA doing it?
- The process for awarding it.

Funding

- Create line item in Budget
- Approval to start fund with \$5000 from PWA Assets
- Annual amount/percentage to dedicate toward fund?

- We reached many more people this year.
- Should the amount be focused on one person or multiple?
 - Board discussion – Help multiple, but increase the total amount allowed; decide based on needs
 - Ideas for increasing the scholarship fund: Increase the cost for golf & social events “to help fund the PWA scholarships” (wording for marketing)

1. *What did your committee do in 2022 (event, program, or details)?* **Awarded 7 scholarships**
2. *What is your committee most proud of for 2022?* **Had some excellent applicants from across the US**
3. *What is one thing your committee would have done differently, if given the opportunity?* **Promoted earlier in the year, many applications came right before the deadline**
4. *Did your committee raise any funds? If so, how much?* **We only gave away money ☹️**
5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?* **Secure at least \$5,000 for scholarship fund, work with marketing to promote earlier**

Social – Lucy

1. *What did your committee do in 2022 (event, program, or details)?* **Taco Tuesday + Dogwood Social Happy Hour**
2. *What is your committee most proud of for 2022?* **We think we are onto something with Taco Tuesday and higher attendance**
3. *What is one thing your committee would have done differently, if given the opportunity?* **More events during the work day, possibly industry related events**
4. *Did your committee raise any funds? If so, how much?* **No funds, but great connections- think there may be some room for profit moving forward**
5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?* **Events every Quarter, wine and chocolate night, would like to make 20 person events and have each one sell out**

- Brainstorming new social ideas – Wine and Chocolate (around Valentine’s Day), Taco Tuesday went well – more like that

Membership (discussed later in the meeting) – Mary/Rachel

1. *What did your committee do in 2022 (event, program, or details)?*
 - **The Membership Committee held virtual membership orientations and greeted new members and guests throughout the year.**
 - **We met a few times virtually this year to discuss initiatives for membership.**
 - **We connected with the Humane Society of Missouri development office to collaborate with their Women’s Leadership Council and Young Friends Group.**
 - **As an FYI, in 2021 we started a program to offer a complementary one-session coaching session with new members that self-identified as Emerging Professionals. PWA members volunteered to offer the coaching session.**
2. *What is your committee most proud of for 2022?* **Membership retention given the pandemic. Consistency with new member and guest greetings**
3. *What is one thing your committee would have done differently, if given the opportunity?* **Implementing the goal to reach out to corporations regarding corporate membership opportunities**
4. *Did your committee raise any funds? If so, how much?* **Not applicable... other than membership dues.**
5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?*
 - **Reaching out to local businesses to inform them about PWA and opportunities for corporate membership.**
 - **Exploring ideas from the FOCUS STL project to attract young professional women.**
 - **Note that we found that the virtual New Membership Orientation sessions were very well attended versus the in-person events. Holding the virtual session also saved money.**

Mentorship – Katherine

1. *What did your committee do in 2022 (event, program, or details)?*
 - **This year we focused on creating meaningful, effective, and safe touch points for our mentors and mentees**
 - **We held an in-person kick-off meeting for all our mentors and mentees to introduce themselves to everyone as a whole and see who all is involved in our mentorship program.**
 - **We held a few ice breaker activities and shared personal stories, yummy snacks, and good wine.**
 - **Halfway through our session we put together a Zoom call for all our mentors and mentees to, again, touch base and share success stories, personal achievements, and put questions out there on what others in the group advised in certain situations.**
 - **Guidance from multiple mentors and mentee involvement. This was well liked, and we will be doing this again.**
2. *What is your committee most proud of for 2022?*
 - **As 2022 comes to a close, our committee is most proud of the effective pairings of mentors to mentees and the quality of the relationships that have bloomed from this program.**
 - **The 2022 PWA Mentorship Program was a success this year and we are elated at the opportunity to continue to improve and grow the program in 2023!**
 - **Through increased participation, diversifying activities, and growing meaningful relationships with like-minded women to enhance our lives and the lives of those around us!**
3. *What is one thing your committee would have done differently, if given the opportunity?*

- **In the 2023 session we would like to incorporate additional meet ups. The group meetings were received surprisingly well and additional get-togethers were requested.**
 - **Utilizing our PWA connections we would also like to diversify the various activities that our mentees and mentors do together.**
 - **Next session we will increase the tracking of mentor/mentee meetings and what each individual took from those meetings in order to increase the quality of interaction.**
4. *Did your committee raise any funds? If so, how much?* **Not applicable.**
 5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?* **See Question 3**
- Request from Katherine - \$500 is needed for a budget.
 - Comment from Diana – We should remove funds from membership since they are moving to all virtual and give the money to mentorship.

Mary makes a motion to remove \$1500 from Membership and move it to Mentorship. Ana seconds the motion. The motion passes unanimously.

Marketing - Michelle

1. *What did your committee do in 2022 (event, program, or details)?* **I created a variety of pamphlets and flyer to use in marketing our events in addition to social media posts.**
 2. *What is your committee most proud of for 2022?* **I'm most proud that I was able to work with others to get everything scheduled and put together before I was out on Maternity Leave.**
 3. *What is one thing your committee would have done differently, if given the opportunity?* **I wish I was able to stay more on top of things and getting our events schedule on social media ahead of time. I also wish I could work better with other committees and have them tell me more of what their needs are and how I can help them.**
 4. *Did your committee raise any funds? If so, how much?* **I did not raise any funds this year.**
 5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?*
 - **I would love to have a committee! No one has ever expressed interest in helping but I'd love another person to work with and help create content.**
 - **Off the top of my head I can't come up with anything, but I'm sure once we start the conversation and discussing my brain will start thinking of ideas!**
- Board discussion –
 - Possibly create a marketing schedule for events that's consistent
 - Should there be a form that the committees complete for events so it is easier to get the data?
 - PWA's social media – LinkedIn, Facebook, Instagram & Twitter
 - Board discussion regarding cross collaboration between committees –
 - We may need to create a standard operating procedure (SOP) for this.
 - Brainstorming – Should we create Facebook events for PWA events? No formal decision made.

Fundraising – Abby

1. *What did your committee do in 2022 (event, program, or details)?* **Gala held on October 21, 2022 at Double Tree of Chesterfield, attendance.....**

2. *What is your committee most proud of for 2022?* **The Gala continues to be a challenge to with our small committee, we are proud we were able to pull off another successful event with our small but dedicated group!**
 3. *What is one thing your committee would have done differently, if given the opportunity?* **Consider different avenues of gathering donations, marketing the event and sponsorship opportunities outside of PWA.**
 4. *Did your committee raise any funds? If so, how much?* **\$7,147.99**
 5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?*
 - **Our committee would like to consider different types of fundraising opportunities for the upcoming year to raise money for Lydia's House and if we want to consider expanding our fundraising efforts.**
 - **Connecting with other professional organizations**
- Board discussion and brainstorming –
 - Should we replace the gala with a casino night? Raises more money.
 - Should we continue giving money to only Lydia's House?
 - What are we fundraising for? Does this match our mission?
 - Maybe we should do a survey to see who should be supported
 - **The board members were asked to come up with one organization each and why you think PWA should support them**

Programming – Bernie

1. *What did your committee do in 2022 (event, program, or details)?*
 - **Virtual Events: 12**
 - **SSS Events: 6**
 - **Action Series Events: 3**
 - **Symposium Event: 1**
 - **TOTAL EVENTS: 22**
2. *What is your committee most proud of for 2022?*
 - **Created a true Programming Committee**
 - **Secured our 2023-2024 Committee Co-Chairs from the Committee members**
 - **Converted Skill Builder events into Action Series events**
 - **Introduced sponsorship opportunities for Symposium, raising \$2,625 and filling up 90% of our sponsorship slots**
3. *What is one thing your committee would have done differently, if given the opportunity?*
 - **Symposium - Started our planning earlier**
 - **Placed more emphasis on marketing and promoting**
4. *Did your committee raise any funds? If so, how much?*
 - **Symposium Sponsors: \$2,625**
 - **Symposium Raffle: \$300**
 - **Membership Spotlight: \$300**
 - **Speaker Sponsor: \$350**
 - **TOTAL: \$3,575**

5. *What ideas do you have for your committee in 2023? What overall ideas do you have for the organization going forward?*
- **More emphasis on identifying new/different ways to market events/activities to members and non-members.**
 - **Offer 2-3 networking events per year geared towards generating business – opportunity for small business owners (maybe like a speed dating set up).**

Treasurer – Sonya via a recorded video (not in attendance)

- Signature Series broke even – yeah!

PWA Meeting Income and Expense 2022							
MONTH	JAN	FEB	MAR	APRIL	JUNE	AUG	NOV
LOCATION	DEL PEITROS	MINEOS	ADELINES	DEL PIETROS	DEL PIETROS	DEL PIETROS	DEL PIETROS
	\$485.00	\$765.00	\$315.00	\$870.00	\$315.00	\$245.00	\$50.00
	\$100.00	\$35.00	\$330.00	\$120.00	\$225.00	\$35.00	\$190.00
	-\$35.00	\$450.00	\$35.00	\$175.00	\$565.00	\$105.00	\$0.00
	\$385.00	\$295.00	\$70.00	\$555.00	\$50.00	\$450.00	\$70.00
	\$875.00		-\$35.00	\$35.00	\$35.00	\$35.00	\$310.00
	\$35.00					\$175.00	\$50.00
	-\$140.00						
TOTAL INCOME	\$1,705.00	\$1,545.00	\$715.00	\$1,755.00	\$1,190.00	\$1,045.00	\$670.00
TOTAL EXPENSE	\$1,584.00	\$1,735.00	\$633.95	\$1,828.00	\$1,130.00	\$1,116.00	\$600.80
NET INCOME/LOSS	\$121.00	-\$190.00	\$81.05	-\$73.00	\$60.00	-\$71.00	\$69.20

- Symposium
 - TOTAL REVENUE: \$6,972.98
 - TOTAL EXPENSES: \$8,594.51
 - NET INCOME/LOSS: (\$1,621.53)
- Golf Tournament
 - TOTAL REVENUE: \$4,350.00
 - TOTAL EXPENSES: \$1917.02
 - NET INCOME/LOSS: 2,432.98
- Masquerade Gala
 - TOTAL REVENUE: \$22,848.00
 - TOTAL EXPENSES: \$15,700.01
 - NET INCOME/LOSS: \$ 7,147.99 (does not include “Fund the Need”)
- Annual Giving
 - Scholarships given: 6 at \$1000 each (less small expense) = \$5,979.70
 - Purses for Pooches – Humane Society: \$2,500
 - Lydia’s House “Fund the Need”: \$6,700
 - TOTAL CONTRIBUTIONS: \$15,179.70
- PWA Total Income/Loss & Current Cash Position
 - CURRENT NOVEMBER 2022 NET INCOME/LOSS (\$2,992.41)

CHECKING	\$52,407.77
MONEY MARKET	\$55,727.52
TOTAL	\$108,135.29

Donation Decision – Diana/Ana

- Scholarship- asking for \$5,000 instead of \$7,000
- Lydia’s House Fund the Need 2022= \$6,700
 - Past years:
 - 2018 - \$34,000
 - 2019 - \$30,000
 - 2020 – N/A
 - 2021 - \$22,000 (this included corporate members receiving 2 tables instead of 1 to compensate for 2020)
 - 2022 - \$6,700

PWA Donation Options

- Option A – Donate \$5,300; Total Donation (including Fund the Need) = \$12,000
- Option B – Donate \$8,300; Total Donation (including Fund the Need) = \$15,000
- Option C – Donate \$3,300; Total Donation (including Fund the Need) = \$10,000
- Option D – Donate nothing; Total Donation (only Fund the Need) = \$6,700

Mary makes a motion to donate \$3,800 to the scholarship fund and donate \$3,300 to Lydia’s House. Abby seconds the motion. The motion passes unanimously.

Year 2023 Vision, Goals and Changes – Ana**LIFTING AS WE RISE**

PWA Year 2023 Goals:

- Increase individual membership by 20%
- Increase corporate membership by 5 companies
- Increase PWA Branding, Social Media Presents, Publicity and Promotion
- Update website
- Increase community outreach 4 events
- Increase attendance at PWA all events 15%
- Increase the number of social/networking events
- Fund and award PWA Scholarship
- Continue PWA programs/events
 - Signature Series, Symposium, Skill Builder, Leadership Training
 - Golf League
 - PWA Golf Tournament
 - Derby Days
 - Mentoring Program

Brainstorming Session – All Board Members in attendance

List of ideas:

- Change up the gala
 - Fundraising supports other committees
 - Pause the event for 2023 to try other things
- Focus on the mission – “for women”; development; networking; social community

- Scholarship – Boost to \$15,000
- Programming – Reduce the number of events – scale back; generic events instead of many special events
- Marketing – Create a request form for gathering event data and get a committee together
- Membership – Focus on enticing (incentivize) new members to join and to get involved
- Fundraising – Identify new organizations and give to multiple, not just Lydia’s House
- Membership – Identify new potential corporate members & get them involved (reach out – “When are you going to attend?”)
- Collaborate with other organization (i.e. NAWBO)
- Spend more of our money
- Events geared toward professional women vs. entrepreneurial women
- Create SMART goals for these ideas to have accountability and measurability
- Hire an accountant or consultant to review the books and membership fee structure
- Consider spending money for a big name outside speaker for the Symposium
- Revise the mission statement
- Devise a plan around charities
- Create micro-volunteer roles to get more members involved (greeters, etc.)
- Are we setting a return on investment (ROI) expectation before starting new things?
 - Stop anything without a positive ROI
- Create procedures for each position – Makes transition & recruitment easier
- Rework budget process (for future years) – Based on board goals, not always carried over from year-to-year with minor tweaks (use previous year as a starting point)
- More frequent communication within the board
- Redefine roles/positions and bylaws
- Possibly hire a marketing agency and have the Marketing Chair be the liaison
- Strategic calendar for marketing
- Streamline events (less is more)
- Signature Series – Maybe a new location and more people per table (6-8) for better networking
- Getting out in the community – reaching out to others outside PWA
- Strong membership drive
- Include significant others at events
- Try corporate members for meeting spaces
- Buddy system with new members
- More focus and planning around marketing
- Change from the current website person - Hire someone to revamp the website and run it
- Do more of what we do well
- Merge superfluous committees (i.e. Philanthropy and Fundraising)
- Better location – Flemings was good but because too expensive
- “We Missed You” email for members who haven’t attended for a long time
- Auction service/product of member to have lunch and pick their brain or offer at Signature Series as a raffle
- Philanthropy – coordinate efforts with fundraising and determine mission; make sure activities are aligned
 - In general – better coordination between committees overall will create better events
- Create a foundation (long-term)
 - Creates everlasting community benefit
 - More marketable because it is a 501(c)(3)
 - Compounds what we’re able to give
 - Look at what other professional women’s groups are doing
- Find root cause (the WHY) of problems and move forward from there

- Keep track of corporate members (keep them involved and attended to)
- Social media – New year, new board member
- More membership involvement
- ACG event (The Vault) – the lady there speaks – 2022 example:
<https://www.acg.org/stlouis/events/acg-st-louis-womens-peer-group-event-vault>
- Raffle for a high-end item - gives a chance for new people to win, too
- Raffles to draw attendance
- Gift card for the place of the event – the location would probably donate one
- Signature Series – recognize someone who has done something of consequence (PWA Members)
- Shout-outs for people in the room
- Possible add a question on the registration form about a celebration the member would like to be recognized for publicly
- Board members getting together outside meetings to build a better community
- Moving the gala
- Reach out to more women’s events and attending to let them know about PWA (i.e. chamber meetings)
- Booths – career fair
- PWA Card that all members could carry and give – “You’ve received this card because someone thinks you’re an outstanding professional woman”
 - Maybe have a PWA deal/discount on the card

Diana makes a motion to increase the scholarship fund total to \$10,000 to use as needed (\$3,800 of this will come from the fundraising/Gala. Lisa seconds the motion. The motion passes unanimously.

Calendar - Diana

- In person board meetings – January, February, April, May, July, August, October, and retreat in November
- Virtual board meetings – March, June and September

- Board discussion – New Year Kick Off Celebration in January – Additional funds needed for a band
- Bring spouses to the celebration

Diana makes a motion to increase the budget for the New Year Kick-Off Celebration, not to exceed \$2,000. Lisa seconds the motion. The motion passes unanimously.

3:00 p.m. Diana makes a motion to adjourn the retreat. Abby seconds the motion. The motion passes unanimously.