

Meeting Minutes 10/26/22

Attendees:

Jaime Curry Diana Ferner Kimberly Vissak Bernie Frazier	Rachel Jeep Lucy Sullivan Ana Stringfellow Carol Hofer
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5:30 – Diana started meeting

- We need for next year
 - President elect
 - Social – possibly Claire
 - Philanthropic
 - Fundraising co-chair
- Diana tried reaching out to Commerce for potential space for possibly action series
- Suggested Kitchen Social for another event next year
- Purse giveaway possibility for fundraising – suggestion from Ana earlier this year – doesn't have to be purse
- Diana confirmed luncheon dates with Ana – executive meetings will be in person – one month in person followed by two via zoom
- This year's retreat is November 12 – Is it happening?
- Should we go to Webster next year for the board meetings?
- Golf courses – Diana hasn't been able to find a course because they're already booked
 - Forest Park wants to charge \$35/pp
 - Forest Hills said no because its private
 - Sunset Hills was suggested, but its private
- Gala – 142 attended

5:49 **Ana makes motion to approve minutes. Diana seconds motion.**

5:50 Fundraising – Carol

- Gala - 142 attended – 200 last year – years prior to covid were 300
- Numbers are not in, but it looks as if we lost \$5,000 on the event
- Can we solve with an increase in membership? We can't guarantee new members would come.
- Carol indicated we used to put more emphasis on the fundraiser than we did previously.
- Auctioneer was good, but items may not have been good enough for a live auction. The auction only raised \$6,000 when it was \$22,000 in prior years. Suggested we need something bigger for a live auction like a vacation somewhere.
- Purses and lottery mask were raffled off. 50/50 raised about \$300. Five baskets were selected for the auction.
- Kimberly suggested the board purchase a long weekend somewhere to have something bigger to offer.
- In the future, we need to have someone walk around selling the 50/50 tickets because we had more success in prior years

- Because of when we have the Gala, we don't have Cardinals tickets, Muny, etc.
- Should we take a break from the big event for next year and possibly do more smaller events next year to make up for the loss?
- Diana has a call into Tapawingo to do a golf tournament – If we do, we possibly want to do something late afternoon (before dinner) to include those who don't golf or can't take the whole day off. We also could include men to increase revenue.
- Collectively, everyone is thinking maybe we need to take a look at and rethink PWA

6:07 Mentorship – Diana covered

- Katherine had her baby!

6:07 Programming – Bernie & Kimberly

- Kelly Risse and Samantha Dailey have agreed to co-chair
- The committee has three other members
- 2023 programming calendar is set with events and dates
- Three events left – 2 virtual, last Signature Series is November 9
- Retreat – Lucy suggested an evening instead of a Saturday
 - Diana will send out a voting survey to decide when to hold the retreat
- Holiday party – last year worst attendance and worst food we have had
 - Lindberg High School and Smet Choir were suggested to play Christmas music
- Survey – Kimberly read an email regarding feedback from a member who said she feels as if PWA has an identity crisis, and we focus too much on young professionals
- Ana has received feedback that younger members don't feel as if they have mentorship opportunities. Kimberly suggested possibly professional development sessions a couple of times a year.
- Bernie suggested we need to go back to the basics to determine what PWA is about and work our way up from there. Diana referenced the By-laws, and we aren't following when board positions need to be filled.
- President elect – suggested Maggie West, Bernie suggested Kathy Davis
- Secretary – we need someone
- Fundraising co-chair with Abby – we need someone
- Philanthropic – we need someone

6:15 Social – Lucy

- Taco Tuesday went well
- Ana suggested we have a QR code to make PWA easier to share
- Diana said Michele wants to do media for next year so maybe we give the website a facelift

6:41 VP - Diana

- Diana went to Forest Hills which has a nice space to use for symposium. There are two breakout rooms and an outdoor space.
- Kimberly said Kelly wants to allow vendors to come sell items at Symposium. Everyone likes the idea.
- Lucy suggested a campaign for our past Presidents. Ana suggested we do at the holiday party.
- Diana to send an email about everyone's availability on November 12.
- Rachel suggested we bring data on events, survey, etc. to the retreat if we are retooling PWA.
- AMR sports memorabilia – they loan to you and whatever you make above their price, you get

- Bernie suggested a past presidents' panel

7:15 **Ana motioned to have a band at the Christmas party not to exceed \$500. Vote was unanimous to approve.**

7:16 Ana made a motion to adjourn. Kimberly seconded. Meeting adjourned.