

Professional Women's Alliance

Board Meeting Minutes

1.29.20

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
X	Rachel Jeep		Mary Book
X	Derlene Hirtz		Tabbatha Sipes
X	Bernie Frazier	X	Tara Gregor
X	Cheri Ballard		Julie Hohe

1. Dinner

2. Review and approve minutes

- Minutes from the October meeting were approved without changes (Moved: Bernie, Seconded: Diana F)
 - Minutes from the Retreat were approved without changes (Moved: Diana F, Seconded: Cheri)
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3. Board Commitment Form

- Signed by all, collected by Leslie, signed by Leslie and Lucy
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4. Operations Update (Julie)

- Recent new members brings total to 109 individual members
 - 10 people to renew by end of month, Julie to call
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5. Committee Reports for Discussion

Tara/Bernie:

- Calendar is 100% full for year, other than Symposium
- Question: is there something we can offer speakers as an alternative form of compensation?
Videography?

- Danielle Brown (PWA Member) does videography, can do 20-30 minutes for \$150
 - 8 Signature, 3 Skillbuilders, and 1 Leadership Training = 12 events, total \$2000
 - Offer everyone or just wait for them to ask?
 - Sonya: not tons of free money laying around
 - Beta test planned for next month – maybe we do that and see how it goes?
 - Replace gift card with video?
 - Idea is to offer to small business owners
 - Corporate speakers usually don't need, but solos might
 - Some will probably turn down
 - Can use the video product in our marketing too
 - Came up because of Leadership Training, conversation with speakers
 - **Decision: Go forward with beta tests and then decide.**
 - **Bernie to ask Danielle if she is available, Diana F to check with Edward Jones for rescheduled Skill Builder (end of Feb.)**
 - **Lucy to ask friend if interested in beta test photography, Bernie will check with Hana to see if she's interested in photography**
- Still need speaker sponsors for Skill Builder, May and Oct Signature Events, and some end of year events
 - Carol is good for one, in a pinch
 - **Ask Julie to add “video” to language of disclaimer**

Carol:

- Derby Days event is 12 weeks away, now is time to ask for donations!
 - Looking for wine and lottery tickets
 - **Asking committees to each put together a basket**
 - **Julie to put cards on the tables asking for donations at next Signature Event**
 - Carol is ready to send letters out – **get names to her ASAP if you have someone who we should ask**
 - **Carol to include letters in next Signature Series packet and to create a powerpoint slide**
 - Diana T. may have reached out to A&E contact
- Leslie and Kim have already donated!

Phyllis:

- Ronald McDonald House dinner in March
- In the past, PWA has donated (approximately less than \$100) to cover any shortfall
- Goal to get 15 people at dinner
- Does anyone have problem with PWA possibly covering? **Decision: No problem.**

Rachel:

- Committee busy welcoming new members, rotating through list of committee members and sending email (have a good form now)
- Enterprise – one woman joined and is planning to check PWA out for possible corporate membership in 2021
- Issue with registering online, new members have been having issues

- **Ask Julie to follow-up re: website issues, registering for events is not working on any browser (have to log in and add to cart, but then it still doesn't work)**
- Upcoming meetings/follow-up:
 - Arts & Education Council - Rachel
 - Biomerieux - Mary
- March New Member Orientation
 - Event will be different because happy hour; Husch is hosting
 - May be more expensive b/c of wine and beer cost
 - Unsure of number of attendees at this point
- Interested in a YP being on the committee
- Discussion: **should we allow use of PWA's social media/email lists by members?**
 - **Decision: No using email list**
 - **Maybe we consider allowing posting in side bar of newsletter?**
 - **Use of FB: member spotlight or highlight, maybe as a replacement for humble brag?**
 - **Decision: Yes, allow members to purchase an ad for themselves, event, business, etc. for \$25, post on one specific day a week.**
 - **Julie to set up list and keep a waiting list**
 - **Julie to administer/maintain and approve the ads**
 - **Lucy to analyze what day of week is best to post**
 - **Lucy to come up with a slogan (want to NOT use "Member Spotlight" because different and at a cost)**

Misc. YP Questions:

- Untapped market in individuals who are looking for resume builder
- FOCUS project:
 - Feb-Apr timeframe
 - No cost, just time
 - Group of YPs, emerging leaders who want to study YP as a project and tell us areas that PWA can improve
 - **Decision: Apply for FOCUS project (Moved: Lucy, Seconded: Sonya)**

Cheri:

- Would there be interest for 10+ people in visiting the real time crime center? If so, we need Board Members to help promote. Let Cheri know at next Board meeting.
- **Women's self-defense class as possible idea? – have done in past, maybe good to do every few years?**
Heros in Action organization – Derlene to get information to Sonya for follow-up

6. Financials:

- BOSE speakers purchased to replace AV equipment and avoid charges
 - Potentially save appx. \$1000
 - Need to make sure that they integrate with system at hotel
 - **Diana F and Sonya to do a test run**
- Budget:
 - Use Income & Expense reports for 2018 and 2019 to see profit and loss

- Corporate memberships are paying for themselves, they are just probably not using everything that they're entitled to
 - Will be key to maintain and increase corporate memberships
 - \$31,000 hit against profit
 - Total net income: appx. \$4,400 in 2019, compared to \$10,000 in 2018
- Just re-signed banking services with Commerce
 - Credit card fees will go down \$600
 - Could we charge it to customers when they check out?
 - Yes, but many compliance issues, have to use specific disclosures
- Moving to accrual system because it shows more accurately when expense are happening and for what events
- **Diana F and Sonya to get together on Golf League numbers – there may be an error**
- **Budget planning worksheets**
 - **Each committee to review and fill out for their area**
 - **Save document with last name and committee name and send to Sonya**
 - **Sonya will create a new line item/subaccount for Scholarship Fund under Charitable Contributions**
 - **Call Sonya with questions**
 - **Deadline: February 17, 2020**
- For auction, important to have swiping machine that saves card information
 - Julie wants 4, Commerce Bank version (secure) costs \$189
 - **Sonya to ask Julie if 2 would work?**
 - **Decision: Board approves purchase of 2 machines**
 - **Moved: Diana F, Seconded: Kim**
 - **Sonya to follow-up with Commerce**

7. Lydia's House Gala: anyone to attend?

- **Decision: Board to pay 50% of cost of tickets for Board members + 1 guest each**
 - **Moved: Kim, Seconded: Cherie**
 - **Leslie/Julie to ask Lydia's house to put at same table**
- Leslie, Kim, Lucy, Diana F, Sonya all interested
- **Email Julie if you want to go**

8. Year 2020 Event Calendar

No updates.

9. Marketing Firm Update:

- Leslie is in the process of meeting with 4 companies, including conversation with Michelle Yates
 - BAM
 - CorpTree
 - Advance Markets
 - Black Twig

- Committee will review information and figure out a recommendation for Board

10. To Dos

- See above, highlighted in yellow.