

## Professional Women's Alliance

### Board Meeting Minutes

10.28.20

#### Attendance

X	Leslie Garvin	X	Kim Brandon
X	Lucy Sullivan	X	Diana Ferner
X	Sonya Tandy	X	Erin Leach
	Shannon Hagrman	X	Phyllis Jaudes
X	Diana Tucker	X	Carol Hofer
	Rachel Jeep	X	Mary Book
	Derlene Hirtz	X	Tabbatha Sipes
X	Bernie Frazier	X	Tara Gregor
	Cheri Ballard	X	Julie Hohe

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#### 1. Start Virtual Meeting/Technology Issues

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#### 2. Review and approve September minutes

- 1 question from Sonya: what about COO of St. Luke's speaking next year.
  - Bernie: we've sent her the opportunity for Symposium and are still waiting to hear back.
- Minutes from Sept. meeting were approved without changes (Moved: Sonya, Seconded: Carol)

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#### 3. Operations Updates

- Renewal update
  - Elaine M sent check already for renewal
  - Kimberly V going to renew
  - Lisa and Lindsay still waiting, Julie will call after expiration
- Gained one member: Jennifer Bardot!
- Didn't lose any members!

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#### 4. Programming Overview

- October Overview (great feedback on all!)
  - SSS
  - 2 webinars
  - Golf League end of season party in person

- In person Golf Tournament
  - Continued social media work
  - November/December Overview
    - CCC event (virtual)
    - 3 webinars (plus one remaining in October)
      - This will finish everyone who was scheduled to speak at Symposium!
    - Speaker Series – Nov. 11 (virtual)
    - Holiday Party – Dec. 2 in person
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## 5. Committee Reports Requiring Discussion

### Programming (Bernie/Tara)

- 2020 is almost done!
  - 4 more virtual
  - 1 more SSS: Lisa Nichols
  - All events on are on website already
- 2021
  - All member spotlight positions are filled
  - All speaker sponsors are filled
  - Working on finalizing SSS speakers, need 4 more but have good prospects
  - Leadership Training locked in
  - Skill Builder locked in
- Great work to Bernie and Tara! Dealing with all the programming and rearranging/being creative/pivoting in 2020!
- Can we do one more final push for speakers for virtual webinars and for another speaker sponsor?
  - **Yes, Julie to send out an email.**
  - Jennifer Bardot would be a good speaker and expressed interest in Programming Committee too – **Sonya, Tara, Bernie to reach out!**

### Vice President (Diana F)

- 2021 – all venues secured for in-person meetings
  - Flemings for all SSS
    - Evening event will probably cost more. . .
  - Anders & The Nest for Skillbuilders
  - JW Terrill for Leadership Training

- Doubletree Chesterfield for Derby Days
- Doubletree Westport for Symposium
- Doubletree Chesterfield for Holiday Party

- **Question for discussion: Do we want to stay at Flemings? Do we keep price the same?**

- \$42.55 per person, \$47+ for filet
- Only charge \$35 to members (\$50 to guests)
- Moved from Hilton because of high AV cost, problems with logistics that they couldn't resolve so PWA decided to look elsewhere
- Food, service, ambiance is better at Flemings
- But we lose a little bit of money each lunch . . .
- We haven't upped the cost in a while – maybe it's time?
- People seem to love Flemings
- Possibly move members to \$40?
- Different price for YPs?
- Lost \$2009 in 2019, for 8 SSS events (avg. \$250/month)
- Seems to be kind of a recruiting tool, maybe worth it
- Might make sense to keep prices the same for 2021 because it's the year after COVID, people may be tight on budgets

- **Decision: Keep price the same for now.**

- Can maybe even use that fact to push/market that we are putting members first, not money

- **Question for discussion: Should we not offer filet any more (more expensive)?**

- **Can we have people do an upcharge if they want filet?**

- Could have people buy a "steak" from Julie at door
- Difficult to administer
- Currently aren't offering every month, so that might be hard

- **Should we offer it every month?**

- We don't know how many people order them
- Lose \$12+ per filet

- **Decision: Keep plan the same, Diana F will select filet 3 times in 2021.**

- Question for discussion: possible to have hybrid virtual/in person event if capacities are limited by City/County orders?

- We think Flemings would be unwilling to do that, because they only open for us, so we need to make it worth their while. Bernie and Julie did math and figured it would not be worth it for a small group.

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## 6. PWA President Items (Leslie)

### Year 2021 Board

- **Cindy Dolniak for President Elect for next year (Moved: Lucy, Seconded: Sonya)**

### Donation to Lydia's House

- In the past, we've donated \$5000 from PWA funds, in addition to the proceeds from Fund the Need and other donations
- Proposal: donate \$5000 from PWA's money market fund
  - Haven't touched money market fund in 2+ years
  - Not from our cash account
  - Will affect bottom line, but only minimally
  - Because of importance of organization and our partnership, want to support them this year
  - Sonya supports donation from financial perspective
  - Fundraising committee supports donation
- **Decision: donate \$5000 to Lydia's House at Holiday Party (Moved: Diana F, Seconded: Mary)**
- **Julie to reach out to Lydia's House representative and invite her to Holiday Party.**

- Donna Erbs mentioned that she is willing and able to host a virtual Fund the Need in November, but Fundraising Committee co-chairs have not heard specifics from her, so no action required at this time.

### Fundraising Event 2021

- Will need same donations as always: lottery tickets, wine, baskets
- Because of postponement, are already ahead on many items!

### November Board Retreat

- Nov. 14, 8:30-4:00, on Zoom
- **Diana F to send out Zoom link to year 2020 and year 2021 board members**

- Julie collected Postmates, Grubhub, Doordash info for all Board members for retreat – **those who have not yet responded need to email Julie.**

- Julie to send updated list of all incoming/outgoing Board members to Diana F to make sure she has correct list of invitees

**\*\*NO MORE 2020 BOARD MEETINGS\*\***

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## **7. Financials**

- Are we in budget? Yes! Ahead of net income by \$2500 over last year; plenty of cash in checking and money market.

- Will bring additional information, including Golf Tournament \$\$, to the retreat.
- Sonya suggests using 2020 budgets for 2021 – **Lucy and Sonya to discuss offline, Sonya to email information to committees prior to Board Retreat**

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## **8. Adjourn: 6:37 pm**

**THANKS FOR A GREAT YEAR OF COURAGE AND EMBRACING CHANGE, AND  
THANK YOU TO LESLIE FOR HER GREAT LEADERSHIP IN A CHALLENGING  
TIME.**