

Professional Women's Alliance

Board Meeting Minutes

2.26.20

Attendance

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

1. Dinner

2. Introductions

- FOCUS St. Louis team is in attendance
 - PWA will be working with the Emerging Leaders Program (a YP program) for their Civic Action Project (CAP) to help with PWA's YP engagement and retention
 - Team consists of 5 members: Cheryl Tao, Triná Owens, Nack Catanzaro, Sarah Small, and Ellen Prinster
 - Cheryl Tao is liaison for PWA project
 - In attendance at 2/26 meeting: Triná (pronounced Tre-nay) and Nick
 - FOCUS will be reaching out to various chairs and committees
- Introduction of all Board members and their duties

3. Review and approve minutes

- Minutes from the January meeting were approved without changes (Moved: Derlene, Seconded: Bernie)
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4. Operations Updates

- Lots of new members: 108 current total - - seems to be word of mouth
- Insurance renewal is due, Julie will take care of

5. Committee Reports Requiring Discussion

Programming (Bernie/Tara)

- 2020 Calendar is 100% full
- Videos of events
 - Danielle Brown did beta test at February SS
 - Lighting and noise at Flemings made for low video quality
 - Suggestion to do another test at Leadership Training - \$150 for 20-30 minutes
 - Marketing idea: use video on our website
 - Concern that Leadership Training is not our typical speaker (male) so we want to be sure that female speaker is front and center in video too
 - Facebook ads we plan to start may pay for some of cost
 - **Decision: Hire Danielle for Leadership Training. (Moved: Lucy, Secoded: Derlene)**
 - Idea for using as a bonus for speakers won't really work going forward, except maybe at Symposium
 - Idea (Nick): podcast or voice recording instead of video?
- Speaker sponsors
 - 2020: 100% full – Committee and Julie think it's because of increased recognition to sponsors at recent meetings
 - 2021: new ideas to increase revenue/participation
 - One page flyer for whole year, listing all sponsors?
 - Sponsors have the opportunity to introduce speaker?
 - Sponsor presents gift to speaker and gets a photo with her – maybe post photo on PWA's social media?
 - Multiple sponsorship levels available? \$50, \$100, on up?
 - Plan to roll out new options in August or September and hope to lock down 2021 speaker sponsors before end of 2020.
- Board signed thank you cards to send to all speakers, as another way to reach people

Membership (Rachel)

- Growing! 8 individuals members since beginning of February; 12 introduced at February meeting.
- New Member Orientation – Mar. 4, Husch Blackwell
 - Julie: appx. 30 RSVPs received
 - All Board Members welcome
 - Happy Hour format is new, seems to be working well
 - Husch is donating space and soda/water; Copeland is paying bar tab – Thank you!
- FOCUS St. Louis CAP
 - Group is invited to all upcoming events
 - Cheryl is their liaison, Lucy is ours
 - **Please respond promptly to any requests for information – quick turnaround time: April 23 is final presentation!**
- Thank you notes are going out to all guests who attend events
- Board members encouraged to interact with new people at SS, other events
 - New members have a white ribbon at their first meeting
 - Guests have “Guest” in red on their nametags

President Elect (Lucy)

- Facebook ads
 - Research re: posting
 - Best time to post is Wednesday at 11 am or 1 pm
 - Most engagement is 9-3 on weekdays
 - Lowest engagement is early morning and late evening
 - Sunday is worst day
 - **Decision: move forward with sponsored PWA post on Wednesdays (\$25), advertise to membership at next few events.**
 - Questions/Action items:
 - **Name? Wonderwoman Wednesday, Women Supporting Women, Professional Women Wednesday, Action Alliance – others?**
 - **Lucy to get statistics on who our followers are, their engagement, etc. to use in selling ads to membership – will bring info to next meeting**

- Lucy to review Facebook terms of use policy to ensure PWA is not breaking any Facebook rules selling and posting ads on Facebook.
- Julie to remove humble brag from PWA website

Philanthropic (Phyllis)

- Ronald McDonald House Event – Mar. 13, 4:30 pm
 - 6 spots remaining
 - Open only to members (Julie has had interest from non-members)
- Dates not set yet for other events

Fundraising (Carol/Diana)

- Progress for Derby Days is great
- Still need:
 - Lottery tickets (any value)
 - Wine (\$25 bottles and up)
 - 24 more gift cards (\$25)
 - A basket from each committee – put together into a basket, not just items
- Everything turned in to Carol and Diana by 4/15/20
- So far team is handling the workload, but will send an email to Board if they need more volunteers/more help – stay tuned!

6. Year 2020 Event Calendar

- Leslie to add Ronald McDonald event
- Great participation in CCC in February, name change seems to have helped

7. Financials

- Most people have turned in budgets; if not get them in to Sonya ASAP!
- Questions for Sonya:
 - Has Tabitha done Mentoring Program budget?
 - Does Derby Days need to do a budget? (Carol does not think she got a budget worksheet.)

8. Adjourn: 6:48 pm