

## Professional Women's Alliance

### Board Meeting Minutes

3.25.20

#### Attendance

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

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

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#### 2. Review and approve minutes

- Minutes from the February meeting were approved without changes (Moved: Diana F., Seconded: Bernie)

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#### 3. Operations Updates

- Amy Hoch Hogenson, Tara Gregor, and Mary Shackelford all planning to renew  
- Update on Teri Deering's husband: test result came back better than expected

- **Diana F. to get and sign a card to Teri from Board**

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#### 4. Coronavirus Impacts on PWA

- Good work committee chairs and Diana F. for jumping on changes quickly!  
- Programming changes:

- April SSS: Canceled (speaker to be keynote at Symposium)
- Derby Days: Rescheduled for Oct. 22
- Golf League: April dates rescheduled to June (per majority vote of golfers)
- May events: Currently scheduled as planned, will revisit in April

- What can we do to provide encouragement and support to our PWA members during this time?
  - Executive Committee ideas:
    - 5 minute encouragement/inspiration videos from PWA members
    - Small businesses get free PWA Facebook ads in April + and in May have opportunity to pay for advertising spots on PWA Facebook page
    - Posts about positivity, seeing the good in this situation
    - Practical tips re: how to work remotely, how to deal with stress and anxiety
    - Links to things to read, learn
  - Other ideas:
    - ZOOM Call for small businesses to brainstorm together (Tara/Derlene)
    - Webinar for PWA members re: resumes, interviewing, job search tips (Bernie)
    - Derlene will share her 6 week “Effects of being Positive” seminar
    - New member: Kelli Risse focuses her speaking engagements on women dealing with stress – maybe she would be interested (Lucy agrees she is great resource)
    - FAQs re: unemployment, furlough, new laws (Rachel/Erin)
  - **Julie will put some of these into newsletter for next week and Leslie/Lucy will record and share a video explaining what we plan to do.**

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## 5. Committee Reports Requiring Discussion

### Programming (Bernie/Tara)

- Lisa Nichols as keynote for Symposium (exception from members-only rule because her message is great, she’s well known around town, didn’t want to lose opportunity, and we want her to be a corporate member . . .)
- Other Symposium proposed presenters:
  - Professional track: Kimberly Vissak (communication to influence others) and Angie Huber from Edward Jones (Clifton Strengths)
  - Business track: Adrienne Luther (SEO/social media marketing) and Pam Weston (leadership)
  - Personal track: Lisa Bianco (organization) and Mary Shackelford (holistic health) or Vicky Atlas
  - Question: all are new members, is that a problem?
    - Julie: Vicky Atlas is not a member

- No objections, consensus that it's a good idea and exciting that new members want to get plugged in, plus new members means new referrals
    - Bernie and Tara have not turned anyone away
  - Other thoughts?
    - Leslie: has heard Clifton Strengths presentation and found it very beneficial
    - Diana F.: what do we need for vendor showcase?
      - 10 tables last year
      - Corporate sponsors: 6 silver, 8 gold – last year got 1/2 table free, full for \$25
      - Regular members: 1/2 table for \$25, full for \$50
      - Last year offered vendor space to corporate first, speakers second, then general membership
      - **Diana and Bernie/Tara to coordinate offline for room and table requirements.**
  - **Decision: Bernie and Tara will reach out to confirm all speakers!**
- Speaker sponsor for April will move to sponsor Symposium keynote
- Other COVID-19 Shifts
  - May Skillbuilder will be moved to Aug. 27 if necessary
  - October Skillbuilder plan to move to Jan. 2021
    - Topic: productivity (Cathy Sexton)
    - May be able to move to August, if May date stays
  - **Diana F. to reach out to reserve August 27 date if available.**

#### Fundraising (Carol)

- New date: Oct. 22
- New theme: masquerade ball? **Committee to decide.**
- Still need:
  - Wine
  - Lottery tickets (but wait because they're only good for 6 months)
- Other thoughts:
  - Wear masquerade masks

- Minor changes to decorations will work
- Different date in 2021?
  - **Committee to consider 2021 date options, reach out to Diana F. right away to book because dates may fill up fast!**

### President Elect (Lucy)

- Small business Facebook spotlight
  - Newsletter + video will get free ads rolling
  - Analytics will be great for when we start selling ads
  - **Question: who can post?**
    - Michelle about to go on maternity leave
    - Marketing firm will not yet be in place
    - **Leslie/Lucy to reach out to new members with experience in marketing**
    - **Maybe kids or students who need experience for their resumes?**
    - **Maybe a student at Webster University (corporate member)?**
    - Will need a PDF editor = appx. \$100
      - **Decision: approved to purchase PDF editor, based on Lucy's research. (Moved, Seconded, and Approved)**
  - Name?
    - #supportlocalbusiness, Professional Women Wednesday, other ideas?
    - **Lucy to come up with full list for Board to vote on.**
  - Analytics:
    - Videos get the most engagement
    - We'll be able to see when our followers are online (right now it's pretty steady from 6 am to 3 pm)
    - Biggest follower locations: St. Louis, Chesterfield, O'Fallon
    - **Lucy will continue reviewing and report back on what is working with the small business posts: timing, content, who's interacting, what's their location.**

- Hope to create value as we build (likes, shares, interactions) to give more for the ad price!
- FOCUS Group
  - Sent survey – **Everyone please take if you haven't already.**
  - **Lucy and FOCUS group to review and present summary/findings.**

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## 6. Financials

- Golf Tournament
  - Sonya budgeted golf tournament as it was in 2018 not 2019
  - Probably in September
  - Probably 9 holes, not 18 but **Cheri to call Leslie to discuss offline.**
- Scholarship Fund
  - PWA is currently 501(c)(6) and files the 990EZ
  - Decision of committee to not set up separate entity yet makes sense since the fund amount is low enough (\$500-5,000).
  - Board will revisit creating separate entity and applying for tax exemption as the scholarship grows
  - **Sonya to set up line item in budget with \$5,000 for scholarship (approved at November retreat)**
  - That will leave \$2963 budgeted for Lydia's House
    - May be substantial decrease – but Board ok with that for now
    - Hope to have increased profits that we can share a portion of to Lydia's House
- Bottom line net income = appx. \$10,000
- **Budget Approved for 2020 (Moved: Sonya, Seconded Mary, Approved)**
  - **If a committee is going to spend more than what's budgeted, the Bylaws require that the committee ask the Executive Committee for approval before spending.**
- Profit & Loss Comparison:
  - Similar to last year except less prepaids
  - Not much will come in for March/April because of cancelled events; hopeful for member renewals and new corporate memberships

- Cash = appx. \$123K
- Report going forward: Are we in budget or not? What's our bottom line? Anything changed because of COVID-19?

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**8. Adjourn: 6:59 pm**    **\*\*Next Board meeting may be at St. Luke's or virtual – TBD.\*\***