

Professional Women's Alliance

Board Meeting Notes

4.28.2021

Attendance

x	Lucy Sullivan	x	Leslie Garvin
x	Cindy Dolniak		Diana Ferner
x	Sonya Tandy		
x	Diana Tucker	x	Abby Mahon
x	Bernie Frazier	x	Kimberly Vissak
x	Rachel Jeep	x	Mary Book
x	Phyllis Jaudes	x	Julie Hohe
x	Michelle Archer		Nicole Lewis
x	Jaime Curry	x	Katherine Flett

Sonya moves to approve meeting minutes from January. Katherine seconded. Majority approved.

First In Person – 5:30 - Lucy

- The first meeting went really well. We almost sold out – only two seats left!
- Everyone was happy to get out!

Membership – 5:35 – Mary & Rachel

- New idea for recruitment!
 - Recruitment drive – Reward – person who recruits and gets the new member to sign up gets something (i.e. free signature series lunch)
 - Potential day for drive or event to get new members
 - We like that incentive doesn't happen UNTIL person becomes a member, not just bringing someone along – Goal is to get new members!

- Reward - PWA credit for event vs gift card
 - Most people like the idea of giving a PWA credit because it brings the member to the event
 - To use credit - ideas:
 - Expiration of 90 days or 6 months after getting the credit
 - Must use this year if you bring someone in through September and use sometime next year if you bring someone in after September 1
 - Do we have standing incentive all the time or at special times?
 - Potentially run for symposium and derby day rather than all the time

ACTION ITEM: Committee to have something to circulate for our next meeting for the board to approve.

- Sonya gives kudos to membership for not using up last year's budget
- This year's budget:
 - \$600 budget - \$50 used so far
 - We are cash basis organization so can't really carry money over from one year to the next
 - So far this year we are over budget w/membership income year to date through March – approx. \$1,300
- Working with other organizations & who can represent PWA
 - Last year we had Focus St. Louis group to decide what other organizations we wanted to potentially work with
 - This year we haven't been able to implement any plans because most of what we wanted to do was attending other events (Covid got in the way)
 - Can we (any member of PWA) go into other organizations to present on PWA?
 - Bylaws have restriction of going into other organizations without board approval

- Suggestion – we change bylaws to eliminate the provision restricting going into other organizations & obtain approval from board to allow membership to be able to go out and approach other groups to partner w/other organizations
 - There’s potential for PWA and Women’s Leadership Council to partner together
 - Suggestion - Could we limit the bylaws that only committee members can approach other organizations
 - Bylaws typically reviewed yearly to update
 - Who should we allow to go into other organizations?
 - Membership committee & president/vice president
 - Membership committee only
 - Membership committee and other executive board members
 - Some board members worry as to individuals over promising with the other organization before having board approval
 - **Idea: Possibly create lawyer subcommittee to suggest updates to the board to update bylaws – several possible provisions can be updated**

MOTION: Phyllis motions board to approve membership committee, president, and president-elect to have blanket approval to approach another group on PWA’s behalf to potentially set up partnerships. Bernie seconds. Motion approved.

- New member meeting coming up. Please register! Cindy, Bernie, Sonya, Phyllis, and Mary Leslie now registered. Committee leaders should attend and share committee info.

Philanthropy – 5:50

- Cooking class coming up – 6 registered

- List going out a week before – ingredients not included - \$30 is for something to give to our charities
- Board members sign up because we don't have a lot of people signed up yet – please mention in any PWA event that comes up
- Committee is currently looking into whether Terri would be okay with us video taping

CLE on 5/12 needs to be cancelled

Marketing – 5:55 - Michelle

- New scheduling tool
 - Currently use Hootsuite – free version now changed from three profiles to two platforms and 35 posts to 5
 - Buffer cheapest option that fits our needs (3 profiles, 100 scheduled posts)
 - Contract – Michelle thinks it's month to month but will check
- Can we budget for a new hosting platform?
 - Thoughts
 - Worth the money so that people who aren't even members will be able to see the posts

MOTION: Leslie moves to move forward with purchase of Buffer or similar program at \$15/mo for 100 scheduled posts or something comparable not to exceed the amount. Bernie seconds. Motion approved.*

*Board will revisit if committee finds that another software works better but is more expensive

Mentor Update – 6:00 - Katherine

- Application deadline 5/10
- Kick off meeting 5/20

- Currently at 6 mentors and 6 mentees – up from last month
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Programming – 6:05 – Bernie

- Last year surveying – how do we get younger members to join and be active – results:
 - Survey found younger people had no flexibility for daytime events – what can we do to help that?
 - We now offer evening events – 2 this year
 - Jan. skillbuilder – 63 people
 - Apr. evening virtual training – Nancy Nix Rice scheduled strategically because she pulls people in – only had 16 people
 - 2 evening events left
 - Aug. signature speaker (in person – could help because nice dinner is involved)
 - Oct. event
 - Question: Should we keep these evening events? Concern with getting an outside person giving up their time and having low attendance OR we make them daytime events
 - Demographics don't show that we are getting the younger demographic to attend the evening events
 - May skillbuilder is in person so we can compare numbers
 - We need to do a better job directly marketing to younger people
 - Thoughts:
 - Younger members are more likely to come from corporate members – does this defeat purpose because they are already corporate members?
 - Should we consider happy hours for younger members?

- Has covid effected those coming? Now that we are starting to move away from covid maybe people will be more consistent in actually being able to attend
 - Signature lunch series is well attended and what people expect so maybe we keep signature series at lunch
 - Would we (board members) attend an evening event?
 - Most people probably not
 - Does having dinner make a difference?
- **Question: Did we secure lunch prices for Flemings evening event? Did we secure Flemings for the evening event? We may have potentially reserved the back room?**
 - Board members thought we are more likely to attend if at Flemings than at Doubletree
 - Most people want to at least try the signature series event at night in August
 - Make sure we specify that payment does not include alcoholic beverages
- Lucy suggested having happy hours for the younger members as well
 - Jaime suggested potentially partner with a local brewery and split proceeds between brewery and our charities
- Suggestion of marketing the August event differently to make sure we have enough in attendance – not sure as to the amount of people we would max out at at Flemings since we would be in the back room – conservative estimate of 30 (lunch we have 50)
 - Speaker for August event is curator at St. Louis Art Museum – she’s good at lunch or evening
- Symposium
 - What’s the budget? - \$8,070 total expenses based on numbers from the past (based on 2019 numbers)
 - Giveaways – gift cards
 - Idea: Go to corporate sponsors to see if they would be interested in sponsoring a giveaway – they decide what that would be (i.e. spa basket, wine basket) and they

include marketing material, etc. – company would decide amount

- Could potentially open up to corporate members, then
 - Open up to all members
 - Swag bag – open up to all members (i.e. pens, etc.) We create a swag bag you get for attending.
 - Question: Do we want to open up big giveaways and swag bag to corporate and members? – Yes, asking corporate and members is a win-win.
 - We do already have baskets for Lydia’s House – we need to make sure we don’t double dip
 - PWA swag – Do we have any? Is there some sort of PWA swag we can get to put in the swag bags?
 - Marketing e-blast – How does everyone feel about doing a big e-blast to increase attendance, get speakers, etc?
 - We are all on board for an e-blast. Michelle to help.
 - Reminder: Final push deadline for speakers May 1st
 - Do we have anyone that owns or works for a printing business? Give names to Bernie and Kimberly
 - Should we set aside a marketing budget for items like pens, notepaper, etc?
 - Lucy suggests we price out and having line item each year in the budget
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New Board Member Approval – 6:30

- Diana is going to stay on fundraising committee. Carol has offered to come on the board for the masquerade.

MOTION: Lucy motions for Carol to come on board. Leslie seconds. Motion approved.

Financials – 6:35

- Doing well in cash. Income for the month (net) \$23,823 YTD.
- A large amount of income due to corporate membership
- We are currently a little low for corporate membership
- We budgeted for meetings to be in real life that are virtual which is skewing the numbers a little bit.
- \$2,393 over in net income so far this year
- Checks went out today to scholarship people (2 checks so far)

Adjourn

Next Board Meeting: May 26th at 5:30