

**Professional Women's Alliance**

**Board Meeting Minutes**

**5.27.20**

**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
X	Rachel Jeep	X	Mary Book
X	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 April minutes**

- no comments or questions
- Minutes from the April meeting were approved without changes (Moved: Lucy, Seconded: Sonya)

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**3. Operations Updates**

- People due at end of April, May are being extended to end of June before renewals will be due.
- Jennifer McDaniel is not renewing (only attended one event last year)
- no new members

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**4. Coronavirus Impacts on PWA**

- May Overview
  - 4 webinars, went over well
  - CCC
    - topic was different, new format
    - less attendance, may have been due to virtual and/or the topic
    - next one will be Ted Talk, hope to have good interest

- Skillbuilder had similar attendance as in person
  - Break out rooms got good feedback
- Golf league went really well (twice!)
- Social Media – going well
  - Motivational Monday and Thankful Thursday posts
  - May change to Throwback Thursday to highlight what PWA has done in the past

- June Overview

- Golf League every week of June due to making up days missed in April, except last week of June due to , that is same day as Board meeting and there are board members in golf league  
– **Julie to add June 10 to calendar, Diana F to move last week of June to another date.**
- Multiple webinars – Mary Kutheis and Kimberly Vissak (2)
- New Member Orientation – TBD (see discussion below)

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## 5. Committee Reports Requiring Discussion

### Membership (Rachel/Mary)

- New Member Orientation
  - JW Terrill is not hosting any guests until 2021
  - Committee would like to delay June 23rd orientation, wait and see on date
  - Preference for in person event, but reserve possibility of doing virtually
  - We have 1 new member since last orientation (plus a few who joined before but couldn't make the March event)
    - 33 on the list that could possibly attend, not including Board members
  - **Diana F will keep an eye on restaurants and their policies**
    - Sonya could host at her house
    - Husch Blackwell could host again (room + outside terrace)
  - **Decision: Allow committee to wait to decide until their July meeting.**
  - Presentation has been revamped
    - **Committee will send out for everyone to review – committees to provide speaking points about their committee.**

### Philanthropic (Phyllis)

- 2 events
  - Sponsor a dinner
    - To make up for March event
    - Option to pay for dinner from a local restaurant
    - **Phyllis to find our cost, determine what a per meal cost would be and then offer to members: “Buy one meal or two meals” options.**
      - Phyllis is fairly sure that interest will cover the cost and PWA will not have to contribute any money
  - Dress for Success drive
    - Encourage people who are cleaning out closet to save for Dress for Success
    - Drive and drop off would be handled per Dress for Success procedures
      - We think they have a truck to do pick-ups
    - **What about Lydia’s House? Do they have a need?**
      - Phyllis to reach out to Lydia’s House and Dress for Success and get details from both organizations
      - Then Phyllis will send an email to Board suggesting one method
    - **Decision: Approve either option, Phyllis’ discretion to choose and notify Board via email (Moved: Derlene, Seconded: Diana F, Approved: Majority)**

### Fundraising (Carol)

- Committee is going to revisit donor list
- **If anyone knows anyone else who may want to donate, let committee know.**
- Venue is going to provide a tent for free so that we can spread out people and maybe donations to another space
- Venue may require us to do tables of less than 10 – TBD
- **Committee is still collecting wine and baskets!**

### Programming (Bernie/Tara)

- Kimberly Vissak agreed to be Co-Chair with Bernie next year!
  - **Decision: Kim to become member of 2021 Board (Moved: Lucy, Seconded: Bernie, Approved: Majority)**
- Virtual Events
  - All have been successful and represent a great pivot for PWA!
  - Since April 1st: 11 so far, 4 more to go (plus some multiple weeks)
  - Kudos to Tara especially for heading them up, Julie for orchestrating and running the show – THANK YOU LADIES!
  - Goal now is to keep it at one event per week to avoid webinar fatigue
- June Signature Series (June 10th)

- Break out rooms with moderators to facilitate small group networking at beginning
  - 15 minutes
  - 6 people per room
  - Moderators will have a list of conversation topics
  - **If you want to be a moderator or know someone who would like to be a moderator, email Tara and Bernie.**
- Event to be held virtually
- Symposium (July 8th)
  - **What should we do about Symposium? Options: Go forward, shift to virtual, or postpone to November 11?**
    - Venue Contract
      - Right now \$4500 deposit is nonrefundable, nontransferable
      - Diana F thinks that hotel would agree to transfer the deposit if we move to November instead of cancelling – they have not confirmed, but that’s Diana’s feeling
      - DoubleTree is holding November date for now, Diana F to inform them ASAP of decision
      - DoubleTree was not open to postponing until 2021
    - Venue Set-up
      - Has agreed to provide additional room at no charge
      - May have to set up some of the vendor booths in the hallway for social distancing
      - Hotel has a representative who is knowledgeable about Zoom and other technology
    - Concerns
      - Hard to do both virtual and in-person:
        - If there is a streaming version and a live version, people would likely want virtual which takes away from in person connections and in person attendance
        - Speakers may not want to speak to a room of 4 people
        - Hard for speakers to speak to room and to camera
        - Tara and Bernie thought it might be better to not sacrifice on this event because it’s so big
      - Close to Fundraiser date – is that a problem? Close to other dates too: Golf in September, Fundraiser in October, Holiday Party in December
      - Potential liability if someone gets sick.
      - Would maybe have to get masks, hand sanitizer, etc. – does the venue have measures in place (e.g. temperature checks?)
    - Other items:
      - **What do we fill July with? Maybe ask the November speaker to move to July, if the date works for her?**

- Will have to move October Skillbuilder to January already
  - Maybe more rules and/or testing by then to help us make a decision
- **Decision: Move Symposium to November 11 (Moved: Diana F, Seconded: Bernie, Approved: Majority)**
  - **Diana F to let committee know what hotel says about moving date**
  - **Bernie and Tara to juggle speakers around to find someone for July, other dates**
- Attendance prizes TBD
- Other events:
  - Since JW Terrill can't host retreat and St. Luke's is not responding, Diana F is reaching out to Edward Jones to see if they can host the retreat AND the leadership event in March 2021 – **will keep Board posted**
  - Phyllis offered up Husch offices for retreat as well (up to 100 people)

## 6. Marketing Firm Search

- Leslie has met with 3 companies
  - 6-12 month contracts
  - Average of \$1000 per month
- Leslie proposes that we do not outsource this year
  - Uncertainty of times
  - Julie is great at updating website
  - Adrienne Luther is new member who specializes in social media – has volunteered to oversee social media beginning in June
  - Leslie plans to continue to be designated person until Michelle Archer comes back from maternity leave to take over
    - For now, send a note to Leslie and Julie if you have something for social media or website
  - **Is anyone opposed?** No. Lucy: “Free is good.”
- **Do we want to make Marketing a Board position?**
  - Pros: input at Board meetings get directly to Adrienne, recognition for time, more accountability, important for Board to see what is happening/being proposed
  - Cons: time commitment, maybe overkill
  - **Decision: Lucy to reach out to Adrienne and ask if she has time/desire to be on Board and go from there.**
    - We don't want to lose her if she doesn't have time.

- Will be important either way to have her give regular updates to the Board.

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## 7. PWA Golf League Bylaws

- Because of popularity of golf league, increased participation, and the fact that the chairperson may or may not be a Board member, it's time to enact Bylaws
- Executive committee put together proposed Bylaws – do we approve?

○ **Moved: Bernie, Seconded: Rachel, Approved: Majority**

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## 8. Financials

- Are we in budget? YES!
  - YTD cash position is virtually the same as last year
  - Income is down, because less events and no Derby Days
  - Income is up from budgeted amount
    - Slight loss from monthly meetings is gone
    - Don't have expenses from auction
    - Some expenses are up (e.g. admin-type, storage, etc.), but big items are down (food, venues, etc.)
- Considering the situation: GREAT NEWS!

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## 9. Adjourn: 7:16 pm

\*\*Next Board meeting virtual.\*\*

\*\*2021 Meetings will be virtual except for 1 in-person per quarter.\*\*