

Professional Women's Alliance

Board Meeting Minutes

6.24.20

Attendance

X	Leslie Garvin	X	Kim Brandon
X	Lucy Sullivan	X	Diana Ferner
	Sonya Tandy		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		Tara Gregor
X	Cheri Ballard	X	Julie Hohe

1. Start Virtual Meeting/Technology Issues

2. Review and approve May minutes

- No comments or questions
- Minutes from the May meeting were approved without changes (Moved: Rachel, Seconded: Diana)

3. Operations Updates

- Multiple members are due to renew at end of June
- **Should we allow a 2-month extension for everyone when their renewal comes up in 2020?**
 - Standard process is to contact 3 times: invoice 1 month ahead, notice in month of renewal, notice if still haven't paid
 - **Decision: Return to standard process. (Approved: unanimous)**
 - Initial pandemic reaction has passed
 - Typically those not renewing are because of not attending PWA meetings/events

4. Year 2021 Board

- VP nominee, needs formal Board approval: Diana Ferner
 - **Decision: Approved (Moved: Lucy, Seconded: Carol, Approved: Majority)**
- Fundraising Co-chair nominee, needs formal Board approval: Abby Mahon

- **Decision: Approved (Moved: Lucy, Seconded: Diana F, Approved: Majority)**
-

5. Coronavirus Impacts on PWA

- June Overview

- 3 webinars
 - Attendance ranged from 23 to 47 people
 - Attendance by members and guests
 - Feedback during webinars was positive; people like connecting and liked topics
- 1 (Virtual) PWA event - SSS
 - 34 registered vs. 63 for February SSS at Flemings
 - Very good speaker – **Bernie to see if opportunity to bring her back in 2021.**
- Ronald McDonald House Dinner
 - Lots of money raised so far, deadline not yet passed (June 30)
 - Booked 2 dinners already for the 2 houses in the city (one close to Children's Hospital, the other close to Cardinal Glennon Hospital)
 - Will book additional dinners based on money raised
- June PWA Golf League – played as planned
- Social Media overview
 - Motivational Monday and Thankful Thursday posts continue
 - Advertised PWA events

- July Overview

- Golf League July 1, 8 (make-up date), and 15
- July 8 webinar

6. Committee Reports Requiring Discussion

Fundraising (Carol)

- Concerned about hosting event – **should we consider cancelling?**
 - Various responses to pandemic (some people out, others not, etc.)
 - Possibility of second shut down later this year
 - Typically event brings in 300 people
 - Venue has a 200 person minimum
 - Could lose \$4,500 deposit if we cancel

- Diana F to ask venue when is drop dead date to cancel the contract.
- Possibility of in-person and virtual event?
 - Carol to reach out to Julia Gray about hosting combo in-person/virtual event.
 - Rachel to find out how Purses for Pouches is doing a combo event.
 - Leslie waiting on CID response about pros/cons of online event and amount of money raised – will report to Carol.
- If we can't do full capacity, can we use a smaller space?
 - Might consider asking venue this depending on additional research being done (see above)
- Individual pieces of event
 - Silent Auction
 - Have 58 baskets, 10 more coming – this is lower than last year but still opportunity to raise money
 - Could we do silent auction virtually?
 - Possibility of doing online
 - Leslie waiting on CID response about pros/cons of online event and amount of money raised – will report to Carol.
 - Julie to research cost and requirements for mobile bidding.
 - Fund the Need
 - Could we do virtually?
 - Possibility of using Lydia's House mobile bidding account . . .

Programming (Bernie/Tara)

- Webinars
 - Very successful
 - To date, 14 different topics covered
 - 5 more scheduled or in process of being scheduled
 - Post COVID-19, do we want to continue webinars?
 - **Decision: Yes, with Programming committee to determine criteria, guidelines, and how to implement (present to Board for review). (Approved: Unanimous)**
 - Adding value
 - Keep it virtual

- A couple per month is good goal
 - Allow us to expand reach of PWA
 - Allow opportunity to attract guests and get them to become members
 - Provides ability for people to attend PWA event if they can't in person due to cost or timing
 - Concerns:
 - Will we get less volunteers for member spotlight since they can do webinar instead?
 - Will in-person attendance drop?
 - Additional items to consider moving forward:
 - Do skill builder as a webinar or combo of virtual and in person?
 - Maybe have webinar presenters be members and skill builder presenters be outside of PWA?
 - Mix up times for skill builder – one in am, one in pm?
 - Ask on membership applications what skill sets would applicants like to share so we have that reference to use as needed for future webinar speakers?
 - Do we charge webinar host a one-time fee (because advertising their expertise and able to promote their business?) or make it a free membership perk?
 - What are the guidelines for webinar hosts?
 - Review FOCUS Cap document for recommendations re: programming, including variety of paid for and free events and spreading out time of day the events occur.
 - Symposium
 - New date: November 11
 - New contract signed
 - All but 1 speaker are confirmed, last is checking her calendar
 - Programming Committee
 - Kimberly Vissak agreed to be co-chair, starting transition with Tara
 - Potential 3rd person to help, be a future co-chair and head up webinar piece
 - **Decision: Committee to seek a third co-chair. (Approved: Majority)**
 - Signature Speaker Series
 - Successful June event
 - August TBD, wait until after July 4 to make a decision
 - **Diana F to provide date by which we can cancel Flemings if needed.**
-

7. Marketing Updates

- Adrienne is no longer available
 - Personal & professional changes that prevent her from helping with social media
- Plan going forward
 - Julie and Marcel will continue to be website updates
 - Carina will be social media point of contact
 - Not a PWA member
 - Used to work with a friend of Leslie's
 - Leslie provided Carina the social media schedule
 - Carina will submit graphics and content to Leslie for review and approval
 - When Michelle Archer comes back, she will be the approver
 - **Leslie to ask Carina how she'd like to receive social media requests.**

8. Financials

- Are we in budget? No, but only slightly; Sonya not concerned
- Money market showing no activity – **Sonya to follow-up as needed.**

9. FOCUS Cap Team

- Board's feedback about information provided?
 - Board has not had time to review
 - **All Board members to review before next meeting.**
- Membership committee recommendations?
 - **Membership committee to meet July 12 and discuss; will report.**

10. Mentoring Committee

- Mid-point rally
 - Coming up in August
 - Committee working to determine if rally will go as planned, go virtual, or reschedule for another date
- 2021
 - Need to start recruiting mentors/mentees for next year
 - Want to start advertising in August/September

11. Adjourn: 7:15 pm **Next Board meeting virtual.**