

Professional Women's Alliance

Board Meeting Minutes

7.29.20

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		Tabbatha Sipes
X	Bernie Frazier	X	Tara Gregor
	Cheri Ballard	X	Julie Hohe

1. Start Virtual Meeting/Technology Issues

2. Review and approve June minutes

- No comments or questions
- Minutes from the June meeting were approved without changes (Moved: Carol, Seconded: Derlene)

3. Operations Updates

- We are 107, but several are not renewing so we will be down to 97
 - Some may come back after pandemic, but are just not seeing value right now

4. Coronavirus Impacts on PWA

- July Overview
 - 3 webinars
 - Attendance ranged from 16 to 37 people
 - Attendance by members and guests
 - Feedback during webinars was positive; people like connecting and liked topics
 - Golf League played as planned (weather permitting)
 - Kudos to Diana F. for rearranging events as needed
 - Continued social media work

- August Overview

- August 4 CCC – 8 people registered
- August 12 SSS – 3 people registered
- August 19 webinar
- Golf League

5. Committee Reports Requiring Discussion

Mentoring (Derlene)

- Planning an August 24 event
 - Will decide whether to have it in person or virtually
 - At that event, will debrief about how mentoring went this year
- Will start accepting applications October/November
 - Plan to say in August “stay tuned, we’ll be letting you know the opening date for the mentoring program. . .”
 - **Julie to add slide at August SSS**

Membership (Mary)

- New Member Orientation will be Virtual on Sept. 22, at 4 pm
 - Zoom break out rooms
 - Presentation, members of the Board welcome to come and talk about their committee (if not: **send a summary for Membership Committee to present**)
- **Does it make sense to send a survey to membership at large about their comfort level with in-person vs. virtual attendance?**
 - **Decision: Yes, Nicole Cline to draft survey and connect with Julie to send.**
 - Purpose of survey is just to understand people’s comfort, not to set anything for sure
 - Include in survey whether opinions would change with changing rules or changing cases
 - Include in survey whether comfortable with outside vs. inside
 - **Leslie to reach out to Elaine about insurance coverage.**
- YP Feedback
 - Logos on social media: Julie and Leslie to make sure logos are standardized

- Pricing for YP Membership:
 - YP = 35 and under
 - Committee suggests \$75 for YP yearly membership (currently cheapest membership is \$150)
 - **Maybe think about a stepped up model? \$75 then \$100 then \$150?**
 - Only one time, if you leave then you don't get it if you come back
 - **Possibility of changing event prices too?**
 - **Lucy, Kim, Bernie, and Tara to look through the FOCUS report and conduct an analysis of what pricing should be.**
- Events/Programming:
 - **Evening events?**
 - Plan to test with a Skillbuilder Event – wine and cheese
 - In the past, have had low turnout for evening events
 - Keeping Lydia's House support top of mind may keep people engaged . . .
 - **Maybe include cost of philanthropic event in a YP membership and require each to do a philanthropic event?**
- Mentorship Offer:
 - Bobbie Casky offered to give mentoring session for free to YPs
 - We like the idea, possibility of putting a whole list of people together that could be resources for new members
 - **Rachel and Mary to follow-up**
- **Membership Committee to put together a YP proposal and bring it for Board approval at next meeting.**
- **Julie and Membership Committee to look at data re: YPs attendance at virtual events**

Philanthropy (Phyllis)

- Great news re: Ronald McDonald House! Raised over \$1000, enough to fund 5 meals (goal was 3).

Fundraising (Carol)

- Committee thinks we should either cancel or do virtual
- Handbid and similar companies do virtual events
 - \$2000 is lowest level, allows for 2 events per year, but that's no assistance
 - Range is likely \$2000-\$4000 depending on how much assistance you get
 - Silent auction is easy to host on their platform
 - Can do a raffle with virtual puzzle pieces that people buy, and then
 - Can do virtual balloon pop by assigning gift cards each a number
- **Should we go virtual?**
 - **Decision: Yes!**
 - Would have to sell 200 tickets to break even, but unsure whether we can sell that many . . .
 - Gives us more certainty because we can start marketing and start getting membership excited
 - Can transfer deposit (\$2500) to April, then would owe \$2000 as additional deposit in January
 - Committee can deliver baskets, but probably will not mess with wine
 - Possibility of hosting a combo/hybrid event in April
- **Who are we going to use to help us go virtual? What is cost?**
 - **Carol and Leslie to meet with Smartbid 7/30 to get information**
 - What is program and how does it work?
 - Will need to do live stream for Fund the Need at least.
 - **Carol to ask about demo from Handbid, ideas of how program would run**
- **Other ideas?**
 - Watch parties at corporate member's places or houses
 - Send cheap bottle of wine and glass
 - What to do with corporate members? Give them access to link + memento
 - Ask vendors about ideas for corporate/VIP guests
- Action items:
 - **Leslie to get information from Smartbid**
 - **Carol to get information from Handbid**

- Sonya to look for other companies/pricing options, including GiveSmart
- Sonya to jump in with Fundraising Committee to help with transitioning event to virtual

Programming (Bernie/Tara)

- 3 SSS remaining in 2020
 - August already virtual
 - Programming Committee recommends doing September and October virtual as well
 - **Decision: Make Sep & Oct SSS virtual events**
 - Moved: Diana F, Seconded: Erin
 - **Diana F to call Flemings.**
- October Skillbuilder moved to January
- Symposium
 - Probably should have a decision by next Board Meeting . . .
 - Many Board Members are leaning toward virtual
 - **Leslie to ask GiveSmart re: virtual speaking events.**
 - **Diana F to call DoubleTree to find out options re: postponing.**
 - Seems like virtual could be an option for the Symposium, not too difficult to pull off
 - **Maybe do an in-person Symposium in February and then another in November 2021?**
 - Leslie would like to try and do in 2020 if at all possible, especially because the speakers are new members
 - **Possibility to add Networking section with Break Out rooms?**
 - **Maybe announce VOICES Award at end of Symposium?**
- Remaining Programs
 - **Holiday Party?**
 - **Speaker for fun in December?**
 - **Everyone to brainstorm ideas for December, bring to next meeting.**
 - All remaining Board meetings to be held virtually
- 2021:
 - Flemings is set for SSS
 - DoubleTree is set for fundraiser and Symposium
 - Skillbuilders are still up in the air
 - Leadership Training will likely be at Commerce, because of venue size
 - Retreat and Board Members will be at Terrill (some virtual)
 - Membership Orientation are still up in the air
 - Programming Committee to let Diana F know if they want to switch events to nighttime or different times

6. Financials

- Are we in budget? Well . . . everything is completely changed, no reason to compare budget vs. actual anymore

- We do have money in the bank!
- Compared to last year, account is down about \$10,000 because in normal calendar we would have had auction funds in the account by now
- Gross profit of \$18,000 so far in year, attributable to memberships
- Need to keep memberships up!
- Numbers look different because of events moving around
- Sonya is not concerned right now, as long as we can keep membership in and engaged

7. Adjourn: 7:26 pm **Next Board meeting virtual.**