

**Professional Women's Alliance**

**Board Meeting Minutes**

**8.26.20**

**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		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 July minutes**

- No comments or questions
- Minutes from the July meeting were approved without changes (Moved: Mary, Seconded: Phyllis)

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**3. Operations Updates**

- Helen (long-term member) not renewing
  - Her wife probably won't renew either
- Remaining on list: no info that any are NOT renewing
- Vicky and Shannon renewed

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**4. Programming Overview**

- August Overview
  - SSS via Zoom – positive feedback
  - CCC – discussion re: TED Talks, positive feedback
  - 1 webinar – positive feedback
  - Golf League played as planned
  - Continued social media work
    - Michelle to take over Thankful Thursday Social Media Posts

- September Overview

- Sep. 9 SSS (virtual)
- New Member Orientation (virtual)
- Golf League (4 times: 2, 9, 16, 23)
  - **Julie to update website.**

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## 5. Committee Reports Requiring Discussion

### Philanthropy (Phyllis)

- World Food Day event packing meals has been swapped out for a Fund Drive – **Do we want to do a fundraiser in the month of September for World Food Day?**
  - **Decision: Yes, fundraiser in the month of September (Moved: Phyllis, Seconded Sonya; Approved: Majority)**

### Mentoring (Tabbatha)

- Met with Mentors/Mentees on August 24
  - Feedback was generally good, people enjoyed program
  - People asked for increased structure next year
  - Mentee participants also said cost was too high
  - **Look at what mentees paid, events that have been cancelled, and maybe provide a refund or credits for future events? Mentoring committee to consider this and provide recommendations to the board in the future.**
- Will start accepting applications October/November
  - **Tabbatha and Derlene to touch base in next two weeks to determine application deadline and start date for program – will let Leslie and Julie know.**

### Social/Golf Tournament (Cheri)

- Thanks and recognition to Diana F for hard work in finding a venue and helping to plan, get sponsors, etc. – thank you!
- Oct. 5 @ Ruth Park with dinner at Shaw Park
  - Tee times beginning at 2
  - Dinner served from 5-7 pm

- Dinner = Sugar Fire, includes server to handle set up and clean up
- Limit of 54 participants because of number of carts
- **Diana F to find out if people can walk the course.**
  - If so, we will allow people to walk for safety/comfort, but price will stay the same regardless of people walk or ride
- Sponsors: several, including Commerce Bank for dinner sponsor
- **Committee proposes \$50 per person for tournament – does that sound good?**
  - **Decision: Yes (Moved: Diana F, Seconded: Lucy; Approved: Majority).**
    - With budget and sponsors, projected to make \$2200
    - Might decide to add beer to Shaw Park dinner
    - Golf league members may get a discounted rates
- Donations
  - Julie has secured some items for golf bags
  - **If anyone has any small items, get to Julie by September 25.**
- **Committee would like to borrow 2 XL coolers – Leslie to lend.**

#### Programming (Bernie/Tara)

- 2 SSS remaining in 2020
  - Good feedback on breakout rooms, people even want more time
  - **If anyone wants to help by facilitating, let Bernie or Tara know!**
- No additional virtual events (PWA Webinars) scheduled at this time
- 2021 Events:
  - Virtual events (PWA member webinars) on first Thurs of month from 11:30-12:30
  - **Julie to send out a request for members to provide webinar topics for next year and lock in calendar dates. Bernie to send Julie copy for the email.**
    - If there is a ton of interest, could decide to add more webinars
    - If they get requests from former members, will decide with Board whether to allow
  - Sonya's contact might be a great speaker for leadership training/SSS
    - **Bernie and Kimberly to follow-up.**
  - New Programming Times in response to FOCUS YP proposals
    - Jan. Skillbuilder in evening 5:30-7
    - April & October webinars in evening
    - August SSS – possibly in evening, but later in year to test out idea/adjust
      - Might have trouble with restaurant – maybe restaurants only open for lunch, or could rent venue and cater

- Goal is to test out in order to plan better for 2022
    - **Diana F to follow-up with committee offline for dates.**
  - Skillbuilder event location – up in the air because Edward Jones is not taking any reservations until after January 2021
    - **Diana F to reach out to The Shack.**
    - **Sonya to reach out to Walnut Grill.**
- New Committee member for 2021: Sarah Wolk
  - Will help with communications
  - Splitting 12 webinars between 3 people
  - Was becoming too much work for 2 people
  - Sarah is excited to be involved!
- Symposium
  - Committee has concerns about being able to pull off event with signature PWA quality
    - Losing networking and Happy Hour
    - Too much lost in a virtual setting
    - Nervous about speakers not getting real value
    - Zoom fatigue/concern about people not wanting to pay for virtual events
  - Committee recommends cancelling for this year and come back big in 2021!
  - Alternatives:
    - Offer current speakers a spot for next year
    - Add back in a SSS for Nov. 11 for Lisa Nichols, plus allowing her to be keynote next year
    - Offer current speakers to do a webinar in 2020
- **Decision: Cancel Symposium 2020 and reinstate Nov. 11 SSS with Lisa Nichols (Moved: Lucy, Seconded: Rachel; Approved: Majority).**

### Fundraising (Report)

- Donations:
  - Most donations are from Board members
  - Carol to confirm whether baskets can be used for Golf League
  - Not planning to reach out re: gift cards
  - Committee planning to start reaching out for donations starting in January
- Corporate members:
  - **Can we donate money already paid to Lydia's House?**
    - **If so, can we do it in name of corporation?**
    - **Or should we roll over to next year?**
    - **Otherwise, maybe offer a discount/more tickets for next year?**

- Craft a letter with options, maybe worded in a way to encourage giving as donation to PWA?
  - Options:
    - Move tickets
    - Provide option to move or refund
    - Refund
    - Offer a credit for next year's membership
  - Sonya and Julie to look at numbers and report back at next Board meeting re: options and financial impact.
  - Rachel to look into tax treatment re: making donation to PWA, she thinks that 501(c)(6) is not tax-deductible as donation, but could be tax-deductible business expense/gift.
- Julie has already called all individual members with tickets – only one asked for a refund, the others just want ticket rolled over
- **Decision: Get notice out that Fundraising Event is cancelled, that Board is considering cancellation details and will be in touch.**
  - Julie to send out notice of Symposium cancellation, Fundraiser cancellation, Golf Tournament, World Food Day fundraiser, and Holiday Party all in one email.

#### Membership (Rachel/Mary)

- Survey:
  - Report on survey: 43 responses and about 50% are ok with in-person events with social distancing
  - Committee's conclusion: what we've been doing with a mixture of events is working, good in-person golf, good easy access of virtual events
  - **Mary to check with Nicole about corporate responses, will report at next meeting.**
- New Member Orientation:
  - Invite went out to Board, Committee, and new members who have not yet attended an orientation

- Do we want to invite prospects in addition?
  - **Decision: Allow guests who've RSVP'd in 2020 to attend New Member Orientation in September (Moved: Mary, Seconded: Rachel; Approved: Majority)**
  - **Julie to pull list of all guests and add to invite (263 members).**
- Bobby Caskey/Mentoring opportunity
  - **Mary and Rachel to see what other members may be interested and then send out an email to see if they would like to participate, in divvying up YPs.**

#### Vice President (Diana F)

- Has cancelled all venues, money to be rolled over to 2021
- Retreat to be held virtually this fall
- St. Luke's is aware there will be no other events this year
- Symposium 2021 is set for July 14, 2021
- **Diana F to let Flemings know there are no additional events this year.**
- **Sonya to move deposits to pre-paid expenses for next year.**
- **Diana F to talk with Programming to secure Fleming's dates for 2021.**
- **Diana F to secure first Wednesday of December for 2021 Holiday Party date.**
- Board meetings 2021: all virtual, 1 per quarter at JW Terrill, already booked
- Diana F wants to reach out to hotel to see if we can roll a member's deposit into our credit for Derby Days, if so, then pay our member back the amount of deposit she would lose?
  - **Decision: Yes (Moved: Diana F, Seconded: Sonya; Approved: Majority)**

#### President Elect (Lucy)

- Board positions are all full except for Mentoring and President Elect
  - **Lucy and Diana F have their eye on someone, will follow up.**
  - **Let Lucy know if you have an idea for someone who would be good for President Elect!**
- Unpaid internship
  - No applicants yet
  - **Lucy to post on Maryville's site, possibly consider paid ads?**

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## 6. Holiday Party

- Venue already cancelled – should we cancel or do it virtually?
- Move to January Happy Hour?
- Anyone have any creative/fun ideas?
- Wait one more month to make a decision. . .

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## 7. Financials

- Are we in budget? We are afloat. Have \$118K in cash (with \$17,800 in profit), not much different than last year.

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**8. Adjourn: 7:50 pm**    \*\*Next Board meeting virtual.\*\*