

**Professional Women's Alliance**  
**Minutes, February 27, 2019**

**Attendance:**

	Kim Brandon	X	Elaine Mahr
X	Leslie Garvin	X	Diana Ferner
X	Sonya Tandy	X	Cathy Perry
	Michele Hintz	X	Carol Hofer
X	Lisa Oxenhandler	X	Teri Deering
	Tabbatha Sipes	X	Vicky Gavrias
X	Pam Reitz		Tara Gregor
	Nancy Nix-Rice	X	Cheri Ballard
X	Michelle Burghardt	X	Shannon Hagrman
	Julie Hohe	X	Lisa Bangert from Marketing Committee

**Secretary:** Minutes from the January meeting were approved without comment.

**To Do List Review**

Leslie reviewed the status of the to-do list items, as follows:

**Create and share a google drive folder for executive committee meeting notes.** Completed on February 1.

**Create a Board organization chart, to be updated each year prior to the Retreat.** The chart has been completed and was circulated to the Board following the meeting.

**Review current processes and storage of personal data to insure we are not as risk as an organization.** Shannon volunteered to perform a review and report to the Board at the March meeting.

**Shannon volunteered to form a sub-committee to discuss various options regarding member marketing activities.** Shannon summarized her discussions with Nancy Nix-Rice and Cathy Perry, whose responses were vastly different. More work is to be done in this regard.

**Kim and Julie will work on revising the by-laws in this regard and present the results at the October meeting.** This work is still in process.

**Sonya will forward a detailed breakdown on 2018 income and expenses by Committee to all Board members with totals for the year.** Sonya will send out a spreadsheet to Committee chairs, who are asked to double-check their respective areas and forward back to her with the committee chair's name in the document title, by March 8.

**Michelle Burghardt will pull data to track member demographics.** In process.

**Committee Chairs are to confirm their goals with Kim or provide her with any changes so they can be finalized at the next meeting.** To be completed by 02/29.

**The Marketing and Membership Committees will work with Sonya to develop and sponsor the Scholarship Fund.** Ongoing; Elaine is organizing a committee to work specifically on this topic.

**Julie will track and report event attendance with the monthly membership report.** Ongoing.

**Explore making the Holiday Party a celebration of members and a thank you for another successful year, and that the cost of attending should be reduced or free.** Details are yet to be determined.

**Cheri is working on obtaining more information on various options associated with the partnership with the Town & Country / Frontenac Chamber of Commerce on the Golf Tournament and will report back to the Board.** See her committee report below.

**Add a page to our website to note various philanthropic opportunities that members may wish to become involved with, along with a link to the list of donation suggestions that is under development.** Julie was not present at the meeting to provide any update.

**Treasurer:** Sonya noted that we have \$65,337.72 in our checking account and \$55,577 in the money market fund, which is \$20,000 ahead of last year. She reported that we are not charged for the January event until February, which skews our numbers somewhat. Money from all annual corporate membership renewals are received in January.

Sonya continues to work on the 2019 budget, with a goal to show income and expenses at a deeper level. Discussion followed on whether we are able to segregate Golf League money. The Board will vote on the budget for the year at the March meeting.

Sonya clarified that profitability by committee doesn't matter.

**President:** In Kim's absence, Leslie reviewed the 2019 goals, with a few additions from last month's meeting. (Julie and Tara, who were not able to attend, followed up with Leslie shortly after the meeting regarding their respective goals, and Leslie called for an email vote to approve them.)

**Operations:** It was agreed that these Committees will be featured at these monthly Speaker Series meetings:

- April: Social Events
- June: Philanthropy
- August: Marketing
- October: Mentoring

- November: Corporate and Individual Membership

### **Board Reports:**

**Vice President:** Diana continues to work on securing space for the Symposium. After she offered some comparisons of the Westport Doubletree, Medici Media Space and Chesterfield Mall, the Board unanimously voted to use the Doubletree.

**Social Events:** Cheri provided a spreadsheet from the Town & Country Frontenac Chamber of Commerce showing the revenue and expenses from their 2017 Golf Tournament. The Board voted to participate in the joint tournament with them in September at Pevely Farms.

Cheri noted her need for additional committee members. Two events and three happy hours are planned for the year, with an event at the Escape Room on March 20 and a Happy Hour in April at Westport Social.

She also noted that we have an opportunity to do a group visit to the St. Louis Metro Police Real Time Crime Center, which the Board felt would be very interesting. **She will follow up on possible dates and report back to the Board.**

**Individual Membership:** Lisa shared several logoed gift options for new members, which included a cosmetic bag that could also hold golf balls and two mirror options. Most Board members preferred the mirror, although several expressed strong interest in the bag as well.

Lisa reported that we have three pages of contact information for people who expressed interest in PWA at the Business Journal Women's Conference. Julie has followed up by email with all of them, and they are now on our newsletter list.

**Corporate Membership:** Teri reported she is following up with several companies following the Business Journal Conference:

- Brown Smith Wallace
- SLU School of Business
- Panera
- PARIC

She asked any Board members with contact names at Panera or PARIC to forward them to her.

**Teri reported that she is working with Michelle Burghardt on a one-page flyer to use with potential corporate members.** She has offered Open Houses on-site to all corporate members to promote PWA and the benefits of participating, and asks for participation from one to two Board members for one at Webster University in late March; **she will send out the date to all members.** Leslie suggested including a member of the YPs.

**Marketing and Social Media:** Michelle reported that we have access to all social media platforms, and we will be initiating automated posting. **She is looking to have someone at every event to take pictures and video; Julie will add a disclaimer in the Membership Application and the Registration Form to note that attendees' photos may be used.**

It was agreed that **Amy Weseloh Gray should take a picture of the current Book Club book for posting.**

Michelle reported the need for a graphic designer for outward-facing pieces such as corporate memberships, at an estimated cost of less than \$500 annually. It was noted that **we will need to have a contract in place for this arrangement.**

After a robust discussion on who should be able to post on our social media sites, Facebook in particular, it was agreed that **Lisa, Leslie and Cathy will be given that capability,** with the possibility of a more broad expansion later.

Lisa Bangert from the Marketing Committee joined the group to present training on how to post on Facebook, including sharing posts and tagging individuals for greater exposure of our information.

Elaine reported that it is time for our insurance policies to be renewed; the Board voted to renew them.

On behalf of the Fundraising Committee, Carol stated the need for \$25 gift cards, \$25 wine bottles and gift baskets / contents for gift baskets for the Derby Days event. These items can be brought to a meeting, or pick-up/delivery arrangements can be made with Carol.

The meeting adjourned at 7:53.

Respectfully submitted,

Cathy Perry, Secretary