

# Professional Women's Alliance

## Board Meeting Notes

5.26.2021

### Attendance

x	Lucy Sullivan	x	Leslie Garvin
	Cindy Dolniak	x	Diana Ferner
x	Sonya Tandy	x	Carol Hoffer
	Diana Tucker	x	Abby Mahon
x	Bernie Frazier	x	Kimberly Vissak
x	Rachel Jeep		Mary Book
	Phyllis Jaudes	x	Julie Hohe
x	Michelle Archer	x	Nicole Lewis
x	Jaime Curry	x	Katherine Flett

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Diana Ferner a moves to approve meeting minutes from April. Carol Hoffer seconded. Majority approved.

### First In Person Leadership Training – 5:30 - Lucy

- The first leadership in person worked really well.

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### By-Law Committee – 5:35 - Lucy

- By-laws are all outdated. Committee descriptions do not match up to what committees actually do.
  - By-law committee to interview each committee to see what each committee does
- Lucy to start working on by-laws this month

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### Pop-up Happy Hour

- First young professionals happy hour – June 17<sup>th</sup> (Thursday)
  - Possible location – Global Brew
    - Holds 50 people

- Everyone buys their own alcohol
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### Mentoring – 6:00 – Nicole and Katherine

- Update
    - Nine pairings (one triad)
    - Kickoff meeting went well
    - Next meeting – separate (all mentees/all mentors)
  - We think helpful for mentoring to start later in the year
  - Touchpoint events
    - Katherine & Phyllis's companies may be willing to host events
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### Membership – 6:15

- Proposal for membership drive
  - Drive throughout the year
    - Promote month before symposium and month before masquerade
  - Anyone can sign up through January 2022
  - Encourage members to recruit for PWA
    - Existing member gets 1 free ticket to event of choice through June 2022 (limit of 2 free tickets)
  - Criteria for valid referral
    - Write on application there was referral
    - If not, in writing from both to Julie that valid referral
  - \$550 left in budget to be used to provide the incentive from orientations that were not held in person
- Feedback: We like it!
- Diana asked whether we need to look at other venues if we grow enough. Full capacity at Flemings is approximately 70
  - We're going to check on how many events sell out
  - Selling out is potentially good for attracting speakers if we always have a “sell out event”
  - Worry that if we change to more than one location people may show up at the wrong location

- We want to track whether or not new members are coming to events
- For happy hours we want to collect business cards to keep track of who is coming

**MOTION: Leslie moves to pass proposal. Bernie seconds. Motion approved.**

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Programming – 6:25 – Bernie & Kimberly

- August signature series – moved back to 11:00 am – Melissa Wolf (curator at St. Louis Art Museum)
  - This was to be 5:30 pm event to try to get more young professionals; however, we want events to be as full as we can get
  - Please register early for this one for Julie! 😊
  - If we are going to have evening event at Flemings – the cost is much higher!
- November – first female brewmaster from Anheiser Busch
- Symposium and budget
  - Carried over budget from 2019 to 2021 – we are over budget now by approximately \$100
  - Bags for just over \$1 to give to each attendee
  - Handout w/our logo – keynote speaker, individual speaker, and PWA info
  - Bags and handout will put us over \$500 – Bernie and Kimberly want approval to spend extra for items
    - Questions - Should we order a higher quantity to use at multiple events? Can we take out of marketing budget? Membership budget?
  - Lucy suggests \$1,000 of promotional items to be used for various events
  - Suggestion to look at price of lunch size bags – we like the larger size bags better
- We do not make money historically on symposium

- Assuming \$5,500 in revenue from tickets
- 2019 – no charge for third room – did charge for AV for three rooms

**Motion: Diana motions 1,000 bags as line item from marketing budget and booklets from programming budget and an extra \$250 for symposium budget. Carol seconds the motion. Motion approved.**

- Would we want to have a photographer for larger events? Can we find a member that would do it for a free ticket?
- Sonya suggests that those who are handling programming should not have to pay to go to events

**Action Item: Lucy to come to the next board meeting with an official statement on programming**

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#### Fundraising – Carol

- Need gift cards – what we had has expired
  - Need wine – minimum to spend is \$25/bottle and \$20/cork
  - Baskets from all committees to donate for silent auction
  - Big basket to fill with alcohol to raffle off
  - Corporate members get 10 tickets for the event
    - Need volunteers to help get corporate sponsors
      - Mask contest
    - Julie to send the board the letter we send out requesting donations
  - Need scratch off lottery tickets
  - Carol is willing to stay on for another year for fundraising
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#### Financials – 6:45 - Sonya

- January – April last year to this year we are doing well
  - Approximately \$38,000 in income through April
  - Up in golf league income \$1,250
  - Corporate membership is over \$17,000
  - Membership income same as last year

- Expenses this year are lower this year than last
- Budget for this year is being compared to 2019 rather than 2020

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Adjourn

**Next Board Meeting: June 30<sup>th</sup> at 5:30**