

Board Meeting Minutes
Professional Women's Alliance

May 25, 2022
5:30 pm – Zoom

Board Members:

Present: Ana Springfellow, Lucy Sullivan, Diana Ferner, Carol Hofer, Michelle Archer, Rachel Jeep, Mary Book, Katherine Flett, Maggie West, Nancy Bruce, Bernie Frazier, and Kimberly Vissak

Absent: Cindy Dolniak, Sonya Tandy, Jaime Curry, and Abby Mahon

Quorum present? Yes

Others Present: Julie Hohe

Call to Order:

Ana called the meeting to order at 5:35 pm.

Approval of Minutes:

Diana motioned to approve the April 2022 minutes. Bernie seconded, and the motion passed unopposed.

Financials:

Sonya to provide a summary of the reports to the board for approval at the next board meeting.

Fundraising Committee:

The fundraising committee is asking for donations of wine (minimum value \$25) to be brought to the June Signature Speaker Series.

Abby sent a list of basket themes to the board members. Each committee is to choose a theme and report back to Abby with their choice. Ana and Michelle will work on a themed basket together since they do not have committee members.

Membership Committee:

The new member orientation will be rescheduled for mid-July as soon as they secure a location.

Mentorship Committee:

The kickoff meeting was on May 18, 2022. They have 7 mentors and 7 mentee pairings. However, they are looking for a more conservative mentor for one of their mentees.

A touch point meeting will be planned.

Fundraising Committee:

The May Action Series was held in the evening and only 6 people attended. The Happy Hour preceding the event only had 2 people attend. The committee is concerned that evening events are not working for the organization.

June 8th is the next Signature Speaker Series. The speaker will be Judy Ferraro from Shapiro.

The Symposium is scheduled for July 13, 2022.

- Katherine Flett volunteered to be a backup moderator for the event.
- There are sponsorship opportunities available including vendor tables, goody bag items, and raffle items. The Membership committee offered to donate some PWA branded mirrors for the

goody bags. Rachel to check available stock and get back to Bernie and Kimberly. All of the goody bag items are due by July 1, 2022

- Diana to arrange podium in the main room for the keynote speaker
- Speakers – no charge to attend the Symposium
 - Keynote – Sharon Mertzlufft from St. Luke's
 - Breakout sessions – Nancy Nix Rice, Sharon Gorman/Paula Mogley, and Nicole Gorovsky
 - Shannon Norman is no longer available to present. The committee will find a replacement

The September Action Series will be a spice class and will be held on September 14, 2022, from 11:00 am to 1:00 pm.

Marketing Committee:

Michelle is handling all social media posts including creating events on Facebook and LinkedIn.

The Facebook ads for the Symposium will be boosted for a minimum cost, but not to exceed \$250, in hopes to increase attendance. Michelle and Julie to set up boost details. Julie to add questions to registration form asking how the attendee found out about the event.

Michelle created fliers for both the Symposium and the Masquerade Gala.

Philanthropic Committee:

The committee has grown. They have decided to choose a large yearly project to concentrate on in addition to events. There was discussion of having a 50/50 drawing at the meetings to help with the project expenses. Rachel to look into the specifics to make sure our classification will allow the raffle and it not be considered gambling.

Their next meeting is May 23, 2022. They will discuss additional events for the year.

VP Report:

Diana is working with the DoubleTree – Westport for the Symposium regarding the room layout. She is also working with Bruce at the DoubleTree – Chesterfield regarding the taste testing date for the Masquerade Gala.

Golf Report:

Diana reached out to the golf league asking for wine bottle donations for the Gala. She will also ask them for lottery ticket donations.

Scholarship Committee:

There were 7 scholarships awarded with record breaking applicants.

Social Committee:

Lucy and Jaime are thinking about doing a Taco Tuesday event from 11:30 am to 1:00 pm. The actual date is to be determined. They are also thinking about a Wine Tasting event. They will share the details with the board when available.

Past President Report:

New board members are needed for the upcoming board roster. Please let Ana know if you know of anyone that is interested in being on the board.

President Report:

Ana asked about the Humane Society Purses for Pooches event. Rachel reported that Sonja purchased a purse for the raffle. Since the purse was a little over the budget, Rachel will be paying the difference. PWA gets 5 tickets to the event for the sponsorship including being recognized at the event and online.

The event is June 23, 2022, at 6:00 pm at the Macklind location. If you would like to attend the event, please let Rachel know. Diana, Maggie, Sonya, Kimberly, and Ana all responded that they would like to attend.

Adjourn:

Mary motioned to adjourn the meeting. Diana seconded, and the motion passed unopposed. The meeting adjourned at 6:46 pm.

Respectfully submitted,
Julie Hohe, Director of Operations