

Professional Women's Alliance
Minutes, October 24, 2018

Attendance:

X	Elaine Mahr		Kim Brandon
	Diana Ferner	X	Susan Conrad
X	Sonya Tandy		Cathy Perry
X	Michele Hintz	X	Lisa Oxenhandler
X	Glenda Woolley		Shannon Hagrman
X	Debi Corrie	X	Vicky Gavrias
X	Michelle Yates		Mary Kutheis
X	Pam Reitz	X	Leslie Garvin
X	Nancy Nix-Rice	X	Julie Hohe

To Do List Review

Julie reviewed the “to do” items from the previous meeting.

Shannon volunteered to form a sub-committee to discuss various options regarding member marketing activities. Shannon met by phone individually with sub-committee members and will present the results at the Retreat.

Kim and Julie will work on revising the by-laws in this regard and present the results at the October meeting. Discussion on this item was tabled.

Board and Committee Reports:

Secretary: Minutes from the September meeting were approved without comment.

President-Elect: On Kim’s behalf, Elaine reviewed the slate of Board members for 2019, which was approved, to be submitted to PWA membership for a vote.

Treasurer: Sonya reviewed the Balance Sheet, which compares favorably by \$28,232 year over year. The P&L shows total income up over last year by \$11,000, primarily comprised of a \$15,000 increase in auction income but a \$6000 loss in corporate membership income compared to the same period in 2017. Expenses are approximately \$12,000 less than in the first nine months of 2017.

Operations: Julie reported that Edward Jones was hosting its annual Inclusion and Diversity Week, and PWA has been invited to participate, at no cost, in the Community Partnership Diversity Expo

on December 31 from 12 – 3, which the Board agreed to do. The contract with the Doubletree in Chesterfield has been approved and signed.

President: Elaine reminded the group that the Speaker Series meetings at Fleming’s will have a different schedule, as agreed upon in the September meeting, with meal service beginning at 11:15 rather than 11:30. Lunch is to conclude by 12:15, and the speaker will begin promptly thereafter, concluding at 1:00.

A majority of Board members approved by email PWA’s participation in the 2019 St. Louis Business Journal Women’s Conference. It is important to obtain emails from those stopping by the booth, with a giveaway for those who “like” our page, which will be displayed on a laptop. In addition to the PWA booth, members will be able to share a nearby table as a perk of membership for their personal marketing.

The annual Board retreat will be held on Saturday, November 17, from 8 – 4. Those members whose terms are expiring are asked to attend in addition to new and continuing Board members.

Fundraising: The Fundraising committee will have a table at the January meeting to promote committee membership. It was reported that the cost of the Derby Days meal and one drink ticket totals \$56.60; the possibility of raising the cost to \$65 from the current \$60 to allow us to cover the cost of the two tables that are free to certain sponsors was discussed; it was agreed that cost would remain at \$60 for the 2019 event. It was also noted that the new venue offers space for up to 400 attendees. Two registration lines will be used this year, one for PWA and one for Lydia’s House.

Marketing: Michelle presented “part two” of the marketing plan recommendations.

- The committee needs more members, as well as professional graphics. A solution for the latter would be to hire or use an intern graphic designer.
- Content needs to be updated more frequently, with two to three new items per month.
- PWA info should be posted on community board calendars.
- Social media posting should focus on Facebook and Twitter.
- Our partnership with the St. Louis Business Journal should be leveraged.
- One email blast should be sent per week.

Mentoring: The application for the 2019 Mentoring program will be released on November 1. In addition, a flyer will be posted on the Facebook page, and Debi Corrie will send an email to all corporate members regarding the program.

The meeting adjourned at 6:55. Following the November Board retreat, the next regular meeting will be **Wednesday, January 30**, at 5:30.

Respectfully submitted,

Cathy Perry, Secretary