

PWA Meeting Minutes 1/26/22

Attendees:

Julie Hohe
Jaime Curry
Diana Ferner
Cindy Dolniak
Michelle Archer
Sonya Tandy
Mary Book
Kimberly Vissak
Bernier Frazier
Katherine Flett
Lucy Sullivan
Phyllis Jaudes
Abby Mahon
Ana Stringfellow

Motion to approve October meeting minutes by Diana. Seconded by Abby. Minutes approved.

Membership – Mary

- Joint events w/Humane Society
 - Potential “Yappy Hour” – Maryland Heights Humane Society – last week of July
 - June 23 – Macklind Humane Society – fee to participate (\$2,500 sponsor – 5 tickets, logo on marketing material, brochure blurb) OR donate purse (Purses for Pooches) – minimum \$1,000 purse – they will allow us to speak at the event
 - Would they be willing to give us a table?
 - October – Women’s Leadership Council – pay ticket cost to attend (\$50-\$100/per person)
 - Kimberly asked if Humane Society would be interested in sponsoring symposium or gala
 - How many members would we need to attract to make our money if we sponsored? – we need 17 members to cover the cost or one corporate
 - Suggested we wear PWA nametags at event
 - Would we want to get a list of those who attended to follow up?
 - We could also have cards to fill out for PWA for those who are interested.
 - Follow up meeting in two weeks

Motion: Diana makes a motion to spend \$2,500 for Puruses for Pooches. Katherine seconds.

- We should consider asking if they want to be a corporate member
- Rule in place that no member can be a speaker at a Signature Series – Should we change?
 - There is concern that corporate members would then be disproportionately represented.
- New member orientation will be moved from June 23rd. The next one will be March 2nd.
- There’s an effort to make more targeted effort to recruit corporate members.

- Diana suggested looking for diversity officer to contact
- Mary will send out list of organizations that have had attendees in the past

VP – Diana

- 7:30 am networking event at Commerce with trainer moving around w/breakfast – speaking piece is one hour – entire event 1 ½ hours
 - Will need access from 7:00 am to 9:00 am
 - Diana to contact Terry for breakfast – we aren't sure if she's still in business
 - Diana will also talk to Angie regarding who Commerce uses for breakfast
- Masquerade scheduled for October 20th
- Do we want to send out survey for signature series lunch?
 - Complaint was issue with parking
 - We will send out survey after February signature series to determine where we want to regularly have the event

Golf League - Diana

- Starts in April
- Now open for registration and prices stayed the same
- Forest Park wanted to change day of week and raise price - \$320/2x month and \$230/1x month
- Information was sent out to everyone who has participated in golf league who we think is a member
- Julie will add to the newsletter
- Registration date closing March 31st
- First day to play is April 6th
- Diana to send out another email to those who have played before

Philanthropy

- What are out of the box ideas for charity engagements
 - Remaining funds are going to World Food Day
- Ideas
 - Wreaths Across America – you sponsor and organization can lay wreaths on graves at Jefferson Barracks – in December
 - Jasmine Chen involved with immigration organizations – we should check with her

Programming

- Set with Signature Series except for August
 - Feb CIO of Save a Lot – Jennifer Hopper
 - Judge Robin Ransom – first black female to serve on MO Supreme Court – April
 - Ann Sweeney, VP Cardinals
 - Dr. Cheryl Watkins Moore, President YWCA
 - August – Tina St. Louis Public Radio
- Action Series
 - Keysha Kent – networking for Commerce event
 - May – self defense
 - September – spice cooking class (Kitchen Social and Kitchen Conservatory)

- \$60 person at Kitchen Social for 20 people
 - \$50 person at Kitchen Conservatory for 30 people – deposit is non-refundable and non-transferrable
 - Potential spice shop in St. Charles
 - Potential Tale to Table in Maplewood
- If we could have someone bring the food in, Michelle’s office could host
 - We could bring alcohol in and have a drink sponsor
- Creve Coeur Olivette Chamber of Commerce offered to have PWA buy one chamber membership (\$110 yr and a 25% discount for the first year)
 - Could speak at meeting – Bernie did
 - Could create business owner meeting event where we could be speaker
 - Cannot represent both PWA and other career field at the Chamber event
 - Over 300 businesses – 25-30% women owned
 - Can we go for one for free?
 - Diana would volunteer to go for PWA if needed. Ana could serve as backup if needed

Scholarship – Lucy

- Is now open and Lucy will send email shortly

Financials – Sonya

- We had negative net income of over \$3,000. We donated over \$13,000, compared to \$8,580. The scholarship fund spent more in 2021 than in 2020. We lost money on a couple of events that we should consider getting sponsors for in the future.
- We need to get venues in the future that is free.