

Meeting Minutes 1/25/23

Attendees:

Abby Mahon Ana Stringfellow Bernie Frazier Cindy Dolniak Claire Moran Diana Ferner Jennifer Stewart Julie Hohe	Katherine Flett – on Zoom Kerry Ghormley Kelli Risse Maggie West Mary Book Michelle Archer Rachel Jeep – on Zoom Sonya Tandy <i>Missing – Lisa Kopis</i>
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5:36 p.m. Ana makes a motion to begin the meeting and Diana seconds the motion. The motion passes unanimously.

Kerry makes a motion to approve the minutes and Diana seconds the motion. The motion passes unanimously.

Diana makes a motion to approve the financials and Michelle seconds the motion. The motion passes unanimously.

Marketing - Michelle

- What are we updating for the website?
 - Jennifer will get names and contact info to Michelle for website service providers.
- Example - Women Empowering Women
 - Wewnational.com
- Freelancer for social media?
 - Michelle will investigate, and Jennifer will provide names of potential service providers.

Discussion

- Updates to website.
- Request from Ana – take pictures at events, tag PWA members, like others' posts, etc.
- Kerry – Announce the above at the meeting, and possibly have a slide.
- Try creating Facebook events so people can check in.
- Possible rebranding of PWA.

Treasurer – Sonya

- PWA Income Statement and Balance Sheet were provided to the Board.
- Concern about lower cash flow than last year.
- Concern about QB cost – Sonya will downgrade because we are not really using the budgeting portion.

Discussion

- Scholarships – where will the money come from?
- When are they paid out? From Feb or March possibly through the summer (info will be put on the website).
 - Looking to have a submission form instead of paper applications.
- Lydia's House – what are we giving them?
 - Vote from retreat was \$3300 beyond the \$6700 fund the need.

- Ana makes a motion to table the discussion until the next board meeting.
- Claire mentioned that non-members attending only twice as guests is unclear on the website.
- Discussion RE: virtual programs – charge \$15 for non-members? Limit to 2 for free?
 - Julie – we would need to advertise that more and spell it out.

VP – Diana

Discussion

- Thoughts on the entertainment at the Kickoff event:
 - Maybe music in the background (piano, DJ) instead.
 - Playlist over the speakers.
 - Couldn't get a band for that short of a meeting.
- Should we donate to the choral department for Visitation's performance?

Diana makes a motion to donate \$250 to the Choral Department of Visitation Academy and Bernie seconds the motion. The motion passes unanimously.

- Speaker Series Lunch Location
 - Hilton – potential change for lunch – chick or vegetarian - \$45/50 without AV.
 - Del Pietro's cancelled & Doubletree cancelled
 - At this moment, the February lunch and future 2023 events were moved to Forest Hills Country Club - \$30; \$100 for AV.
 - Diana is exploring additional options as well.

Membership - Bernie

- Claire is talking to Drury about a corporate membership.
- There is currently no committee for membership, so Bernie and Kimberly will be building one.
- Corporate member benefits – if there is no gala, what are we doing in lieu of that?

Discussion

- Big speaker event.
- Partner with STL biz journal – women's leadership.
- Speaker, music, dancing, food.
- We need \$600 & \$300 value based on corporate member benefits from the website.
- Event for corporate members? Casino night?
- Additional tickets to other events just for 2023?
- Speaker from corporate members?
- Reduce cost for this year?
- Offer 2 options – additional tickets or reduced cost for 2023.
- Thankful Thursdays – put corporate members out on social media regularly.
- Bernie checked with her accountant – she is a yes; Bernie will connect her with Sonya

Diana makes a motion to offer Gold Corporate Members 10 additional tickets to any PWA event and to offer Silver Corporate Members 5 additional tickets to any PWA event to use at their discretion. Abby seconds the motion. The motion passes unanimously.

Fundraising/Philanthropic – Abby

- The two committees are working together and reworking their purpose.
- They are looking into creating a foundation.

- Clarification: PWA is a non-profit entity, but not a charitable organization.
- Chambers often set up a foundation to take care of receiving charitable donations.
 - The foundation must have its own board of directors.

Diana makes a motion to discuss the 501(c)(3) foundation at the next board meeting and Bernie seconds the motion. The motion passes unanimously.

Discussion

- Should there be a new event for fundraising?
 - Ideas - Mouse races, trivia night, casino.
 - Discussion was tabled until next board meeting.

Networking/Social – Claire

- They are aiming for 2 events this year.
- Wine & chocolate will be in the spring. More details to come in March.
- Another event will happen around Christmas.

Programming – Kelli

- There is no longer a co-chair because Samantha is moving to Dallas.
 - Other board members will pitch in to help until a replacement is found.
- Because there is no longer a gala, there is currently only a virtual event in October.
 - Should we add a social/action series then?
 - This may be when a replacement fundraising event will happen.
- The July action series will be either a yarn event or bungee fitness.
- The Symposium is in May at Forest Hills Country Club.
- The Sponsor brochure is complete. It shows the opportunities to sponsor all in one place.
 - Per discussion, we should put it everywhere, both electronic and paper.

Discussion

- Action series vs social:
 - Action = moving around in a teaching structure.
 - Programming and social will work closely together to not duplicate efforts.

Mentoring – Katherine

- April is the end of the current program.
- Katherine requests that everyone consider being a mentor or mentee and get the word out to the other members.

Discussion

- We need a flyer for the luncheon.
 - Maggie will take care of this.

Other Business –

7:19 p.m. Diana makes a motion to adjourn and Bernie seconds the motion. Motion passes unanimously. Meeting adjourned.