

Meeting Minutes 2/22/23

Attendees:

Abby Mahon Ana Stringfellow Bernie Frazier Cindy Dolniak Claire Moran Diana Ferner Jennifer Stewart Julie Hohe Katherine Flett	Kerry Ghormley Kelli Risse Kimberly Vissak Lisa Kopis Maggie West Michelle Archer Rachel Jeep Sonya Tandy
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5:32 p.m. Kerry makes a motion to begin the meeting and Ana seconds the motion. The motion passes unanimously.

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

Treasurer – Sonya

- The PWA Income Statement and Balance Sheet were provided to the Board.
- Cash flow has improved, and more checks are coming in.
- The Golf League is bringing in a lot of cash.
- Final corporate member checks are expected next month.

Discussion

- Royal Banks & Commerce payments are coming.
- St. Luke's, UMB & Certified Care Management are not renewing.

Cindy makes a motion to approve the financials and Ana seconds the motion. The motion passes unanimously.

Mentoring – Katherine

- They are accepting applications starting March 1, 2023.
- The deadline is April 14, 2023.
- The new season of mentoring is already being marketed.
- 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.

Scholarship – Cindy

- Everything for scholarships is posted on the website in a new fillable format.
- The application window is February through October 15, 2023.

Marketing - Michelle

- Michelle and Ana met about the logo.
 - Their proposal is a logo contest. Students at multiple universities, including Webster and Lindenwood can submit designs.

- This would provide a new logo at an effective cost.
- The board would vote, and the winner would receive a \$500 prize.

Michelle makes a motion to create the logo contest and offer a \$500 prize to the winner based on a board vote and Katherine seconds the motion. The motion passes unanimously.

- Michelle asked what we are updating for the website.
 - Michelle reached out to several people about the website redesign.
 - Agencies will require a full consultation and package.
 - Michelle proposes putting out a Request for Proposal (RFP) to redo the PWA website including our budget and what we're looking for instead of finding someone ourselves – have them come to us. We would have people/companies submit quotes.
 - The upkeep of the website will be a separate piece we can determine later.
- The rough budget is \$8,000.
- Michelle requested that the board members look at websites they like to get ideas and send them to Michelle. Also please include a wish list of what we want to be able to do on the website.

Discussion

- An idea presented was putting the website RFP out to IT students.
- Question: Will the logo contest be shareable? Michelle said yes.
- There was conversation around the idea of member highlight emails. The emails would have to come from PWA to conform to the bylaws.
 - Corporate members would be included at the bottom of the emails.
 - There was a concern about too many emails being sent to corporate members. The consensus was that we would only send these emails to the regular PWA members.
 - The board consensus was to start with a price of \$50, and if they don't sell, we can decrease the price.

Kelli makes a motion to offer the following to the members:

- **10 member highlight email spots (one person per email) at \$50 each, to include a headshot and short introduction.**
- **A social media post can be added for another \$50.**

Michelle seconds the motion. The motion passes unanimously.

- There was conversation around the Little Black Book exposure opportunities brochure and doing something similar.
- There was conversation around having Symposium tables in the brochure.
- Kelli discussed a social media bid she received from Novus. There are two packages available. The information was provided to the board.
 - The consensus was that we will not pursue this right now.
 - For the next few months, the board will focus on sharing and engaging with Michelle's PWA posts to see how it goes.

Membership – Bernie & Kimberly

- They are focusing on corporate members and scheduling time to meet and greet with them.
 - They are putting together a presentation for Commerce.
 - They are prioritizing the corporate members who are not attending meetings.
- They asked what the budget is for these corporate member events.

- They proposed \$1,500 for this, with a total of \$3,000 including all Membership events.

Bernie makes a motion to move \$3,000 into the Membership budget for 2023 and Maggie seconds the motion. The motion passes unanimously.

- Bernie and Kimberly are concerned about there not being enough Corporate Member benefits.
 - Corporate members aren't using all the tickets currently offered, so the decision to add even more tickets doesn't seem beneficial.
 - The question is: What else can be added to give more value?
 - Should we consider a bronze level?
 - There was board discussion and brainstorming about Corporate Member benefits:
 - Possibly offer Corporate Member highlights at the Signature Speaker Series lunches either with a live representative or a video.
 - Possibly offer social media posts for Corporate Members as part of their membership.
 - To aid in the Corporate Member meetings and discussions, there needs to be a dollar value assigned to all the member benefits.

Programming – Kelli

- The Symposium is in May. Kelli did a walkthrough at Forest Hills Country Club.
 - Kelli asked what the budget is for the Symposium?
 - Per the board, this event has been a loss leader in the past.
 - Sponsors were added last year, which helped increase the income.
 - The board reviewed the previous year's pricing - \$40/\$75 tables; \$45/\$60 tickets.
 - The board discussed improving the look and feel of the event's marketing to match the improved value offered at the event.
- The board discussed having attendee introductions during the Signature Speaker Series lunches.
- There was an idea of a conversation card with a topic to facilitate conversation at the lunches.
- There will be an Action Series event at Bungie Fitness on Saturday 15th - Middrivers

Kelli makes a motion to increase the Symposium tickets to \$60 for members and \$75 for non-members and Lisa seconds the motion. The motion passes unanimously.

- The new value increases the value of tickets for corporate members.

Kelli makes a motion to increase the Symposium member/vendor tables to \$50 for a half table and \$100 for a whole table and Kerry seconds the motion. The motion passes unanimously.

Discussion

- The board discussed the Symposium cost vs. perceived value for PWA members.

Networking/Social – Claire

- They are planning the Shop, Sip Social. It will be April 25th or 27th.
 - A minimum of 25 people is required for the venue.
 - There will be a \$10 fee to ensure people don't drop out at the last minute.
 - The Vault will cover everything and do a 5-minute opening about the venue.
 - If this event goes well, it could be an annual event.
 - Claire requested that 10 board members commit. Ten committed for April 27th.
- They are planning to do a Wine & Shark-Cuterie event on July 13th. This is during shark week.

- The venue, Clayton Winehouse, is a smaller space, so there will be a higher price, most likely \$50 per ticket with a cap of 35 people.
- The entire event will cost \$1,000, which includes the Wine Package and Charcuterie Board.

Claire makes a motion to pay a \$400 room deposit for the July 13th event and Katherine seconds the motion. Motion passes unanimously.

Other Business –

- Diana discussed the Women Empowering Women (WEW - <https://wewnational.com/>) event.
- She offered the idea that PWA can offer a small swag bag for new members with PWA freebies. Those new members can be recognized at a Signature Speaker Series lunch, receive their gift, and have their picture taken for a social media post.

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