

Meeting Minutes 3/29/23

Attendees:

Abby Mahon Bernie Frazier Cindy Dolniak Claire Moran Diana Ferner Julie Hohe Katherine Flett Kerry Ghormley	Kelli Risse Kimberly Vissak Lisa Kopis Maggie West Michelle Archer Rachel Jeep <i>Missing:</i> Ana Stringfellow, Jennifer Stewart, Sonya Tandy
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**5:35 p.m. Kerry makes a motion to begin the meeting and Diana seconds the motion. The motion passes unanimously.**

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

Scholarship – Cindy

- Michelle put the flyer on social media.
- There are three applications so far, and they are keeping a spreadsheet that will be reviewed each month.
- The money for Missouri Girls' State was sent by Sonya.
- Registration is open until October.

Mentoring –Katherine & Maggie

- They are accepting applications through April 14, 2023.
- No applications have been received so far.
- Katherine asked the board members to either apply if anyone wants to be a mentor or mentee or to promote the mentoring to younger women at their organizations.
- The end of program happy hour for the current group will be April 19, 2023 at Katherine's.
- Pairings for the next class of mentors and mentees will be made in late April/early May.
- The Kick-Off meeting will be held sometime in May.

Discussion

- Kimberly mentioned that at the Commerce Bank happy hour, multiple people mentioned wanting to be mentees and mentors.
- Katherine is willing to reach out to anyone who is interested to streamline the process.
- Cindy mentioned that Amy Bommarito could get the mentoring information out to the women at Commerce.
- Diana asked if the mentoring program has been shared on social media. Katherine and several others confirmed that it has.
- Kerry asked if the number of mentoring members is limited for corporate members. The answer is no. Katherine said they are trying to grow the program however they can.

Treasurer – Sonya via message to Julie

- The PWA Income Statement and Balance Sheet were provided to the Board.
- PWA is looking good financially and is back up to \$100,000 in cashflow.
- Sonya is working on the budget.

- Money came through from the last two sponsors we were waiting for.

**Kerry makes a motion to approve the financials and Rachel seconds the motion. The motion passes unanimously.**

#### Networking/Social – Claire

- The Shop, Sip Social at the vault has been cancelled for now due to scheduling issues.
  - They are planning to do it in the fall once the golf league is over.
- The Wine & Shark-Cuterie event is still on for July.

#### Marketing - Michelle

- The logo flyer has launched, and logos will continue to be collected for the next 15 days.
  - April 16, 2023 is the deadline. The hope is to review the submissions at the April board meeting.
  - The flyer has been shared with Webster University and Lindenwood.
  - Michelle asked that everyone share the flyer as much as possible, including sharing it with any groups that would make sense.
  - Kerry reminded everyone to also like the posts to boost them.
- The website request for proposals has not yet been opened up.
  - The logo contest needs to be complete first because the logo may drive some of the creative parts of the website.
  - Two website proposals have already been obtained from 100<sup>th</sup> Monkey Media and TechKnow Solutions (TKS). The proposals were shared with the board.
  - Michelle recommends that PWA work with an agency rather than a freelance individual.
    - This will give security and longevity to continue working side-by-side with the same company.
    - This will also ensure technical knowledge to help with plugins and other tools that PWA uses.
  - Michelle asked that the board members look over the proposals before the next board meeting.
    - Board members can send questions to Julie to consolidate for Michelle, and she will get answers from the companies.

#### Discussion

- Diana expressed concern about the limit of 10 pages in the TKS proposal.
  - Michelle had the same concern, but the company reviewed the PWA website and felt that many things could be condensed to keep the number around 10 pages.
  - Michelle explained many of the points of the proposal.
- Kimberly explained how Riipen ([www.riipen.com](http://www.riipen.com)) connects organizations with schools for mostly marketing internship and project opportunities at no cost to the organization. Riipen charges the schools for the service.
  - They are highly recommended.
  - Diana asked about maintenance after the website is built, and Kimberly further explained the process. Maintenance would not be included.
  - Michelle can reach out to find out more information.

- Kerry mentioned that this could also be a “Plan B” for the logo redesign in case we don’t receive satisfactory submissions.

#### Programming – Kelli

- Kelli needs help getting sponsors for the Symposium in May.
  - There are a couple of vendor tables already.
  - Kelli is reaching out to product vendors that may have fun items for shopping during the event.
- She also needs raffle prizes and items for the giveaway bags.
  - The fundraising committee will help with getting raffle items.
- Muriel Smith with the Diaper Bank (February speaker) is running a collection during period awareness in May. Anyone who brings tampons or pads to the Symposium will receive a second raffle ticket.
- The July action series is bungee fitness at Fysiq in the Mid Rivers Mall on July 29, 2023 at 9am. It runs approximately 1 hour and 15 minutes.
  - If we get 20 people, it is \$25.75 a person.
- The Wine & Shark-Cuterie event is happening the same day as the lunch usually is.
- Kelli has invited some people to join the Programming Committee, especially to help with Symposium decisions.
- The Symposium location and format will be different this year. Kelli provided format details in her committee report.
- In her committee report, Kelli also provided the names of who she is reaching out to for the Speaker Series lunches.
  - She asked that if any of the board members knows someone who isn’t responding to reach out to them, and also to let her know of additional women to contact.
- For the April Signature Series meeting, Kelli is implementing introduction time at the beginning and a table topic.
- Michelle will promote speakers and panelists on social media with photo and bio. Kelli asked board members to like and share all of the Symposium posts.

#### *Discussion*

- Diana suggested that Kelli reach out to the owner for the St. Louis City Soccer Club.
- Kelli expressed a concern for getting big speakers when the meetings are only drawing 40 members right now.
  - She asked that everyone keep inviting other women to the meetings.
- Diana asked if registration has gone up with the move to Forest Hills Country Club. Julie said it has not. It has stayed about the same.
  - Cindy pointed out that there has only been one meeting there so far, so some people may not know about the change.
- Kelli and Kerry voiced optimism about the work that Bernie and Kimberly are doing with the corporate members and how they expect membership to grow, especially based on the happy hour with Commerce Bank.
- Diana mentioned that there are more Commerce members signing up for golf than ever before, and overall signups are “through the roof.”
- Kerry recommended hitting Symposium social media posts harder and backing off of golf posts. She also mentioned having a slide for mentoring at the April lunch.

#### Membership – Bernie & Kimberly

- Bernie discussed how the Commerce Bank presentation went. They had people on the virtual meeting from Wichita and Kansas City as well as St. Louis. At one point, there were 137 people on the call.
- Bernie also covered how the happy hour went.

- They were able to have the brochures available thanks for Michelle.
- There were around 40 people registered for the event.
- The main thing that they observed is that none of the women at Commerce are getting PWA emails.
  - There is a plan for how to correct this moving forward.
  - Julie clarified the existing process for the emails for corporate members.
- Julie also clarified the past changes in how many official PWA members each corporate member could have.
- Bernie reached out to Webster University and offered the presentation twice, but she didn't get any response.
  - Bernie is concerned that our contact at Webster does not send out the information and is now embarrassed to admit that she's always known about it but didn't share it.
  - Bernie knows the Business School dean and will reach out to her directly.
  - Kimberly mentioned that since the Symposium keynote speaker is from Webster, they're hoping to make this connection soon.
- Royal Banks will be the next corporate member that they focus on.
  - Bernie and Kimberly will do a virtual event for them the week of May 15<sup>th</sup>.
  - Carol with Royal Bank mentioned that the organization is so short-staffed that they often can't even take a lunch break.
- Kimberly has also reached out to Marsh & McLennan.
- Bernie has also reached out to St. Louis Business Journal.

#### Discussion

- Bernie started a discussion about free corporate member publicity in the packets for the Speaker Series lunches.
  - Kimberly mentioned that one of the corporate members was upset that they had to do all the work for the flyers even though it is a corporate member benefit.
  - Kerry recommended getting an estimated cost for this expense before having the board approve anything.
  - Rachel asked for clarification of if each item in the corporate membership benefits is given a value publicly. Cindy looked this up and found that the values for each item are listed on the website.
  - Diana mentioned a concern about if information in the flyer changes and PWA isn't notified.
    - Kimberly said the current process could remain the same of reaching out to each corporate member to see if they have a flyer, and then we could give the option of them printing or PWA printing.
    - Rachel recommended having a firm deadline.
  - Kelli recommended keeping everything the same for this year, but offering to print flyers for the corporate member who is unhappy with the current process. Then we can determine if we want to make changes next year.
    - The consensus was that what is done for one should be offered to all.
  - Diana explained that most corporations have a place they get their marketing materials from, and they are printing thousands at a fraction of the cost of what PWA could do. Rachel added that there may be a quality standard that must be met as well.
  - Discussion continued about the pros and cons and money and time costs for PWA.
  - Rachel suggested going to a digital format for the packet of information. The board members discussed the options around this.

- Rachel also suggested having plaques or something like that on the tables for the corporate members.
- Kelli suggested having banners with all the corporate members. The board members discussed the options around this.
- Diana suggested tabling this discussion, keeping the policy as it currently stands and deciding at a later meeting.
- Kimberly started a discussion about new member orientation. She and Bernie would like to change the format and no longer call it new member orientation. They are considering calling it PWA Connect, and it would be centered around making sure you're getting the most from your membership. It would be in the format of a happy hour.
  - The first one has a potential date of April 27 from 4:30-6:00pm and location of Commerce Connect, which is free of charge.
  - There would be a small presentation and board members set up throughout the room. There would be some structure, but mostly happy hour networking.
  - The purpose of the changes is to rebrand the events, possibly reengage existing members who don't attend anything, increase retention and give new members a place to get acquainted with PWA's offerings.
  - Kelli mentioned that we could also use this first event to push Symposium.
  - Kerri suggested maybe having a table at Symposium that offers some of the same things as this event to promote engagement and get people signed up for committees.
- Kimberly mentioned having the PWA individual membership brochures printed and in every giveaway bag.
- Kelli asked if we need a card in the giveaway bags for people at Symposium to get more information about PWA. Cindy said that could be put on the survey.
  - Kerry suggested also including "I want to get involved in a committee" and other items like that on the survey.
  - Kelli suggested having a QR code on the survey for anyone who wants to join.
- Cindy suggested bringing back ribbons for the nametags that say your board position so that conversations can be started that way.
- Kimberly suggested having a quick "shout-out" to the board members during Symposium so that people in the room know who they can talk to about certain topics.
- Kerry suggested reaching out to all the corporate members to see if they have meeting spaces where PWA could have events, thus promoting their company.
  - Rachel added that this also saves PWA money.
  - Kelli mentioned that she's more likely to remember going to a location more than a flyer.

#### Other Business –

- Claire mentioned that at the Commerce happy hour, some younger women asked her about Young Professionals events. Claire asked if we have those. Cindy explained that before covid, there were some no fee, pop-up happy hours.
  - Kimberly added that Lucy tried these again last year, and no one came.
  - Bernie added that programming tried to do some evening events in 2021 to accommodate young professionals, and no one came.
  - Rachel mentioned that Sabrina did a young professionals session at one point.
  - There was discussion around also including professionals in transition.
  - Claire explained that there are questions about this on the PWA application.

- Kimberly mentioned that these events may not have gone well due to the lack of communication for the corporate members, and attendance for your professionals could improve as we're correcting that issue.
- Diana discussed the golf league. There are 31 people playing the 3<sup>rd</sup> Tuesday of the month and 31 people playing the 1<sup>st</sup> Tuesday of the month.

**7:03 p.m. Bernie makes a motion to adjourn and Cindy seconds the motion. Motion passes unanimously. Meeting adjourned.**