

Meeting Minutes 4/26/23

Attendees:

Ana Stringfellow Bernie Frazier Cindy Dolniak Claire Moran Jennifer Stewart Kerry Ghormley Kelli Risse	Kimberly Vissak Lisa Kopis Maggie West Michelle Archer Rachel Jeep <i>Missing: Abby Mahon, Julie Hohe, Sonya Tandy, Diana Ferner, Katherine Flett</i>
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5:37 p.m. Kerry makes a motion to begin the meeting, and Bernie seconds the motion. The motion passes unanimously.

Rachel makes a motion to approve the minutes, and Bernie seconds the motion. The motion passes unanimously.

Financials

- The PWA Income Statement and Balance Sheet were provided to the Board.
- The board looked over the financial statements together in Sonya's absence.

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

Marketing - Michelle

- Michelle explained the rules for the logo contest submissions and walked through the submitted logos.
 - The board determined the voting parameters.
 - The board will vote at the end of the meeting on the contest winner.

Membership – Bernie & Kimberly

- Bernie explained that the new member orientation will be in June (7th or 8th) versus the original plan of April 27th. There was too little time to plan and market for the April date.
 - Kimberly said they hope to see more attendance with more time to market.
 - The board members will have tables to talk about their areas of PWA.
 - Per board member availability, the event will be held June 7, 2023 around 4-6pm at Commerce Connect.
 - They will be putting marketing out every week, if possible.
- Corporate members:
 - They have locked in a date for Royal Banks.
 - The presentation is in a couple of weeks and will be virtual only.
 - They will be doing a follow-up with Edward Jones.
 - Lisa is working on getting a date for US Bank, which has its own facilities.
 - Per Michelle, Woodard has a good space as well.
 - Bernie continues to be in touch with Webster.
 - Bernie will be meeting with a representative from the STL Business Journal soon.
 - Lucy is working with Marsh & McLennan Agency to get a presentation scheduled.
 - Ana would like to see PWA using the Edward Jones spaces more. They were not available for a while, but now they are open again.

- Membership Drive:
 - They are looking into doing this as part of a PWA anniversary celebration later this year.
 - Per Kerry, PWA broke away from another organization.
 - Rachel confirmed that October 8, 1992 is the official date PWA registered with the state. However, information from Julie indicated a date in the late 1980's which may have been before an official registration.

Programming – Kelli

- Symposium:
 - There are only 38 tickets sold for the Symposium.
 - There are 2 vendor tables left.
 - We need items for the giveaway bags.
 - One idea to generate interest is for the board members to send something to their customer/client bases.
 - Kelli would like to consider adding a buddy ticket - Two non-member buddy tickets for \$120 or two member buddy tickets for \$100.
 - Another idea is to possibly offer something to influential women, such as if she buys 10 tickets to sell or gift to her followers at X price for the event, she gets a free ticket.
 - Also, do we need to communicate to the corporate members that there is no large fundraising event, so they consider using their free tickets for Symposium?
 - A way to explain that there is no fundraising event is because PWA is working to create a charitable foundation arm for the organization.
 - Can we offer to let corporate members send more people for less tickets?
 - For example, for every two tickets used, they get a third free.

Kelli makes a motion to offer buddy tickets for Symposium – two non-member tickets for \$120 or two member tickets for \$100, and Cindy seconds the motion. The motion passes unanimously.

Kelli makes a motion to offer a Corporate Member Symposium bonus where for every two tickets used for Symposium, they will get a third free, which will not come from their total tickets, and Kimberly seconds motion. The motion passes unanimously.

- The September lunch speaker requires that 50 people attend.
 - We need board members to commit and bring guests. Board members can bring up to two guests at the member rate.
- For the bungee workout event in July, if PWA brings 20 people, the cost is \$27.50 per person.
 - Kelli asked what we should set the price at, and the board decided on \$35.

Discussion

- Ana asked if PWA could do a small event to make up for the fundraiser. Rachel said no because PWA cannot solicit donations without the 501(c)3 in place.
- The board discussed donated items for the Symposium and other events and whether they should be a paid raffle or attendance raffle depending on the quality of the items.
- The board discussed ideas gleaned from the G.R.I.T. event, such as a free event in a free venue, sponsor tables, and food and beverages not included.
 - Around 500 registered for the event, and about 200 were in attendance.

- There was discussion around putting events on Eventbrite to avoid having people go to the website since it's outdated. Eventbrite also offers promotion and SEO.
- There was also discussion around eventually creating a Symposium-specific logo and ideas to continue to promote Symposium.

Mentoring – Maggie

- The Mentoring end of program happy hour was last Wednesday.
- They met Monday to match mentees and mentors for the new program.
- The Kick-off meeting for the new program is next month.

Philanthropy – Lisa

- They are working with fundraising because of the crossover.
- Philanthropy was previously random, but now they are looking at activities that align with the mission.
 - Lisa asked which types of activities PWA wants.
 - Most of the board wants to align with the mission.
 - The organizations that Lisa has found so far that align with the mission are Connections for Success, STL Mentorship program, Launch Code, and Women's Foundation of Greater STL.

Discussion

- Per Kerry, we want to build relationships with whoever we work with. What opportunities are available for these organizations?
 - Lisa is waiting to hear back from the organizations.
 - Connections for Success may be in a short remodeling stage.
 - Other ideas that were given were Habitat for Humanity and Beyond Housing.
 - Cindy mentioned that with these organizations, you are not usually sure what you're walking into as far as the tasks and expertise necessary.
 - Kimberly suggested the Diaper Bank and YWCA.
 - Another idea was to work with the Speaker Series organizations where applicable.
 - Per Lisa, we would be going all over everywhere if we did this.
 - Kelli suggested instead requesting donations for the organizations at those meetings.
- Kerry explained why the philanthropy committee was created, which was so that PWA wasn't considered an organization that only supported Lydia's House.
- Kerry suggested that for the September meeting, we request donations of handbags for Dress for Success, and donors receive a raffle ticket for a high-end handbag.

Scholarship – Cindy

- The money for Missouri Girls' State was sent by Sonya.
- Registration is open until October.
- They received seven applications.
 - They are pleased with this, as they only had two or three last year at this time.
 - They think this is probably because of the online application and Michelle's marketing efforts.
- One scholarship recipient wants to attend a lunch and thank the members.

Other Business

- The board voted on the winning logo from the submissions, and #4 won.
 - The runners up were #6A and #6B, which were by the same person.

- The board discussed requesting logo tweaks.
 - Michelle will go back to the creator of #4 to request tweaks.

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