

Meeting Minutes 6/28/23

Attendees:

Bernie Frazier Cindy Dolniak Diana Ferner Jennifer Stewart Julie Hohe Katherine Flett Kerry Ghormley Kelli Risse Kimberly Vissak	Lisa Kopis Maggie West Michelle Archer Rachel Jeep Sonya Tandy <i>Guest:</i> Lucy Sullivan – Social Committee <i>Missing:</i> Claire Moran, Abby Mahon, Ana Stringfellow
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5:34 p.m. Diana makes a motion to begin the meeting, and Sonya seconds the motion. The motion passes unanimously.

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

Philanthropy – Lisa

- The committee is looking for ways to work with Launch Code. They are considering a possible October event.
- Dress for Success will reach out when they are ready to set up an event.
- Per Rachel, there is a slide deck in the meeting materials for the 501(c)(3) presentation that was given to the Executive Committee.
 - PWA could apply for the 501(c)(3) status as our current organization, but creating a new entity as a supporting charitable foundation will be easier.
 - The Foundation will need to have a separate board.
 - The Board needs to confirm what to name is to complete the legal steps.
 - Rachel’s recommendation is STL PWA Foundation. The name conveys what the entity is without spelling out PWA.
 - The mission of the Foundation is fundraising and charity.

Discussion

- The Board had a discussion around the Foundation name.
- The Foundation will have similar branding to PWA.
- There was a discussion around the purpose of the Foundation.
- Rachel answered questions regarding the Foundation.
- Rachel, Kerry and Diana explained what the consultant suggested from the Executive Committee meeting.
- Rachel recommended that PWA have a Finance Committee in the future and have policies surrounding the organization’s finances.

Rachel makes a motion to approve the STL PWA Foundation name for the 501(c)(3), and Kerry seconds the motion. The motion passes unanimously.

Marketing - Michelle

- Michelle is working with the new company for the website.
- She will continue to send logo information to the Board via email.

Programming – Kelli

- The Board needs to continue to focus on getting at least 50 women to the September luncheon.
 - The luncheon has a drawing for the purse donated by Rachel.
 - Michelle will start posting a picture of the purse in social media.
 - The Board discussed offering a raffle ticket to every attendee plus additional tickets for every guest brought.
 - The luncheon is also a membership drive.

Discussion

- The Board discussed ideas to bring people to the luncheon.
 - Possibly offer a small gift for attending an event for the first time.
 - Possibly offer a bonus gift for signing up as a PWA member on the spot.
- The Board discussed the current offer to save the \$25 admin fee when joining PWA at your first event.
- The Board discussed whether or not to keep the admin fee.
- There was an idea for a buddy system. This would be where either 2 new members or new and existing members are paired together to have someone to attend with in the future.
 - Bernie and Kimberly confirmed that Membership is already doing this informally.

Mentorship – Katherine

- The mentor/mentee pairs are meeting on their own currently.
- September is the next in-person meeting.
- March 2024 will be the next round of mentorship.

Social – Lucy Sullivan for Claire

- The Sharkcuterie event is Thursday, July 13th.
 - There are currently around 20 women registered.
 - The event space can hold up to 60, and the Social Committee would like to fill it up.
 - There will be four different wines to taste plus charcuterie.
 - They will get a networking activity from Bernie & Kimberly to keep attendees engaged.
- The focus for the Committee is fewer social events that are really good and sold out every time.

Membership – Bernie & Kimberly

- The PWA Open House was a big success with about 55 people in attendance.
 - There was tons of positive feedback.
 - PWA gained three new members from the evening and five more since then.
 - The social media brought some people in.
 - \$800 was spent on the event.

- They shared the lessons learned to improve the next event.
- There were comments that it was nice to attend an event that doesn't have to be paid for.
- They are reaching out when people join and are doing the mentor/buddy thing.
- They have targeted to do another similar event in September.
 - They will always do two a year.
 - Woodard is a great location.
 - They shared plans for theming the event in the future.
- Bernie and Kimberly led a discussion around the current PWA memberships.
 - The current levels are Individual, Leadership and Executive.
 - There is dated information on the website that needs to be updated.
 - There was additional discussion around eliminating or decreasing the admin fee.
- The Board discussed nametags which will be tabled until the new logo comes out.
- Bernie and Kimberly are looking at competitors to see what could set PWA apart.
 - The current suggestions are the charge no additional fees, have no extra memberships and make everything more simple.
- Julie clarified what updates can be made on the website.

Bernie makes a motion to eliminate the Leadership and Executive Membership levels, and Sonya seconds the motion. The motion passes unanimously.

- Bernie and Kimberly continued with an update on corporate members.
 - The presentation for Royal Banks on May 16th went very well. They had 17 participants.
 - There are two Royal Banks employees in the mentorship program and one attended the open house.
 - The presentation for Webster will be before school starts.
 - They are looking into doing this for all of Webster, not just the business school.
 - They still have not heard back from Edward Jones.

Discussion

- The Board discussed benefits for board members.
 - PWA cannot give anything to board members legally.
 - Rachel asked that Board members send specific examples if you know of an organization that waives the board members' fees.
 - Lucy will share everything with the Board from when this was explored previously.
 - This discussion was tabled.

Financials - Sonya

- The PWA Income Statement and Balance Sheet were provided to the Board.
- Sonya went over the reports.
- The Symposium revenue was \$8142.00.
- Everything is consistent compared with last year's financials.
- Meeting expenses are down.
- Sonya is keeping a detailed spreadsheet of event revenues and expenses to help with 2024 budgeting.

Discussion

- The Board discussed adding back a formal budget process for next year.
- Kerry suggested that Board members consider who could be on a future Finance Committee.
- There were questions about the PWA bylaws that Rachel answered.

VP – Diana

- The Board needs to start planning for 2024.
- Diana led a discussion about the current venue.
 - There has been a decline in attendance since switching.
 - Members comment that it is hard to get to.
 - The food and service are better than at previous venues.
 - Diana will look at other possible venues.
 - Board meetings don't have to be at the same location.
 - Three ideas given were the MAC, which recently relocated, the Twisted Tree/Holiday Inn, and the Sunset office space.
 - Diana asked that any additional suggestions be sent to her.
- From previous PWA explorations of board member reimbursement, Diana read off the suggestions from the National Council of Non-Profits.
 - There was additional discussion around board member reimbursement.

Scholarship – Cindy

- The Committee is meeting on Friday to look at the amounts to be awarded and what they will accept.

Other Business

7:11 p.m. Diana makes a motion to adjourn, and Rachel seconds the motion. Motion passes unanimously. Meeting adjourned.