

Meeting Minutes 7/26/23

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 Michelle Archer Rachel Jeep <i>Missing: Sonya Tandy, Lisa Kopis</i> Maggie West
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5:31 p.m. Kerry 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.

Financials - Ana

- The PWA Income Statement and Balance Sheet were provided to the Board.
- Per Diana, the expense amount listed under the golf tournament needs to be moved to the golf league. The amount is correct.

Marketing - Michelle

- Michelle reviewed the two logo options sent to the Board via email.
 - The email vote came to 81.8% in favor of concept B.
 - Michelle will now have edits made on concept B, including colors and fonts.
- She gave an update on the website.
- She asked for help finding a committee and/or a replacement for her position.
- Michelle wants to continue to explore hiring a paid social media manager.

Membership – Bernie & Kimberly

- Corporate Member activity:
 - They are giving a presentation on August 8th at Webster.
 - Their contact at Webster is reaching out to the Webster Staff Alliance to get women outside the business school to attend.
 - Diana will forward information from Edward Jones.
 - Kerry is working on bringing in BMO Harris as a Corporate Member.
- Individual Member activity:
 - Since the beginning of 2023, PWA has added 22 new members and 9 have left.
 - In July, we have added 4 new members and 2 have left.
 - The next open house will be October 18th from 4-6pm and will be similar to the last event.
 - Laurie Chappell is back on the committee, and they have asked her to reach out via phone to less active members.
- Bernie and Kimberly would like to connect the Visitation Academy Entrepreneurship students to PWA.

- Visitation Academy has about 16 students from the program that are hoping to attend the September meeting.
- The Board discussed offering a lower rate to the student group.

Bernie makes a motion to charge the Visitation Academy Entrepreneurship program the \$35 member rate, and Diana seconds the motion. The motion passes unanimously.

Discussion

- The Board discussed the plan for retired or emeritus members.
 - Per the Executive Committee, they are working on wording for the new Emeritus membership category.
 - The plan is to not charge an annual membership but still charge for events.

Programming – Kelli

- All meetings are scheduled for the remainder of the year.
- Bernie and Kimberly will run the September Signature Series Lunch and membership drive as Kelli is out of town.
- Kelli wants to meet with any board members who run events to discuss dates for the 2024 calendar.
 - Diana needs the dates for large events decided right away to book venues.
- Bungee Fitness only has 8 people signed up. Kelli requested that the board members reach out to more people to promote the event.

Discussion

- The Board discussed when the fundraising event will be. We are exploring having it in the spring.
- Kelli suggested switching the Symposium to October, and the Board agreed that this was a good idea.
- The Board discussed International Women’s Day in March and whether PWA should host a special event.
 - It was decided that a special event on that day would conflict with other organizations doing the same thing.
 - The entire month is Women’s Month, so the Board decided to focus the March Speaker Series luncheon on that topic.
 - Bernie also mentioned that Women’s Equal Pay Day is March 14th, 2023, so this could also be promoted in some way at the luncheon.

Social – Claire

- The Sharkcutterie event had 41 women who RSVP’d. Most of them attended, and it was a successful event.
- There will be a flower arranging event in the fall.

VP – Diana

- Diana asked the Board if there should be a November board meeting. We have not had one in the past because the retreat is in November.
 - The Board decided that a November meeting was not necessary.
- The Board decided to start the retreat at 9am this year.
- Diana reminded everyone of the venue for the remainder of the board meetings, which is U.S. Bank on Hanley in Clayton.

- We have a sponsor so that we can meet at the Missouri Athletic Club (MAC) in 2024. We will meet at the MAC West location in Des Peres.
 - The Signature Series lunches will be held there, and Diana is also trying to schedule the Symposium there.
- Diana is reaching out to corporate members regarding a location for board meetings in 2024.
 - Claire mentioned that Assured Partners might have a space.

Golf – Diana

- The Golf Tournament is October 3, 2023 and already has 3 sponsorships.
- The cost will be the same as last year.
- Diana explained how golf league members can receive their discount to the tournament.

Scholarship – Cindy

- So far there are 8 scholarship applicants.
- The committee is deciding how much to give to those who qualify.
- They will hold some money back until the end of the year in case there are more applications.

Philanthropy/Fundraising – Rachel and Kerry

- PWA must designate a successor charity for the Foundation if we were to terminate or dissolve. The Executive Committee came up with three options for the Board to vote on.
 - Girls on the Run
 - Rung for Women
 - Girl Scouts (can be Greater St. Louis)

Kerry makes a motion to have a PWA Board vote for the Foundation's successor charity, chosen from the list of three above, and Rachel seconds the motion.

By a raised hands vote, the Board majority voted to designate Rung for Women as the successor charity for the Foundation. There were 12 votes for Rung for Women and one vote for each of the other charities.

Other Business

6:27 p.m. Diana makes a motion to adjourn, and Bernie seconds the motion. Motion passes unanimously. Meeting adjourned.