

Meeting Minutes 05/31/2023

Attendees:

Abby Mahon Ana Stringfellow Bernie Frazier Cindy Dolniak Claire Moran Diana Ferner Julie Hohe Katherine Flett Kelli Risse	Kerry Ghormley Kimberly Vissak Lisa Kopis Michelle Archer Rachel Jeep <i>Missing:</i> Jennifer Stewart Maggie West Sonya Tandy
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5:39 p.m. Diana makes a motion to begin the meeting, and Cindy seconds the motion. The motion passes unanimously.

Minutes

Edits to April 2023 Minutes:

Change Commerce Connect to Woodard under Membership Committee report.

Change donations to sponsorships under Programming discussion

Diane makes a motion to approve the minutes as amended, and Kerry seconds the motion. The motion passes unanimously.

Financials

- The PWA Income Statement and Balance Sheet were provided to the Board.

Diana makes a motion to approve the financials, and Lisa seconds the motion. The motion passes unanimously.

Marketing - Michelle

Discussion was held about updating the website and rebranding.

Michelle makes a motion to contract with TechKnow Solutions to host and update the website, and Rachel seconds the motion. The motion passes unanimously.

Discussion was held about contracting Alexandra T to create our logo.

Michelle makes a motion to contract with Alexandra T to create the PWA logo, and Bernie seconds the motion. The motion passes unanimously.

Rachel asked that we go back to Alexandra and request a cap of design edits. Michelle will request contract revisions from Alexandra.

Membership – Bernie & Kimberly

Bernie reminded the board about the Open House on June 7th at Woodard. All committees will have a table to share information about their committee and engage with the attendees. Rachel has a purse for an attendance prize.

Bernie and Kimberly will do a presentation for Royal Banks of Missouri. They are still waiting to hear back from Edward Jones and Webster University to schedule a presentation. They will contact Washington University about possible membership as well.

Membership Drive ideas:

- Members bring guests to events for 50% off the regular guest price
- Bring a guest – qualify for a free membership
- Earn a gift card for a referral

Please submit other ideas to Bernie and Kimberly.

Programming – Kelli

- Symposium:
 - Survey results from the attendees were all positive regarding the venue, vendors, and speakers.
 - The attendees would like food inside and vendors inside and more time with the vendors.
 - Surveys were also sent to the vendors. We received some very helpful feedback.
 - We need to clarify with the venue that we only serve soda, beer, wine, and water.
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Mentoring – Maggie/Katherine

- The mentoring program currently has 5 pairs. The program kick off was on May 15th.

Philanthropy – Lisa

- Trey Taylor contacted us about offering a concert to help raise funds for PWA. The board discussed offering this opportunity to a local artist instead if we decide to do something like this. We could call it Party with a Purpose. It would be a great idea to rebrand PWA. This idea was tabled until after our 501(c)3 is established.
- The committee would like to schedule 3 philanthropic events this year. Lisa will reach out to Connections to Success and schedule a date for a clothing collection and another date to volunteer.

Scholarship – Cindy

- The committee has received 7 applications, including 2 repeat applications.

President-Elect – Kerry

- Kerry needs help recruiting new board members for 2024. We need to get our members plugged into a committee to get them involved. She will need the final slate by October 2023. Kerry will be reaching out to all current board members to find out their board position plans.

Other Business

- Committee chairs should contact Rachel with any changes that you would like made to their individual committee chair descriptions and the bylaws as a whole. Rachel suggested that the Executive Board members need to be active on a committee.

7:14 p.m. Diana makes a motion to adjourn, and Bernie seconds the motion. Motion passes unanimously. Meeting adjourned.