

Professional Women's Alliance

Minutes, January 30, 2019

Attendance:

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|---|--------------------|---|-----------------|
| X | Kim Brandon | X | Elaine Mahr |
| X | Leslie Garvin | X | Diana Ferner |
| X | Sonya Tandy | X | Cathy Perry |
| X | Michele Hintz | X | Carol Hofer |
| X | Lisa Oxenhandler | | Teri Deering |
| X | Tabbatha Sipes | X | Vicky Gavrias |
| X | Pam Reitz | X | Tara Gregor |
| X | Nancy Nix-Rice | X | Cheri Ballard |
| X | Michelle Burghardt | | Shannon Hagrman |
| X | Julie Hohe | | |

Embracing Change

Kim opened the meeting with a video from David Mann on embracing change, and several members shared their ah-ha moments from reading the book Next Is Now, which also focused on various tools to embrace and foster change both internally and as leaders.

To Do List Review

Leslie reviewed the status of the “to do” items from the October meeting.

Shannon volunteered to form a sub-committee to discuss various options regarding member marketing activities. Shannon was unable to attend the meeting and an update is still forthcoming.

Kim and Julie will work on revising the by-laws in this regard and present the results at the October meeting. An update will be given at a future Board meeting.

Secretary: Minutes from the October meeting were approved without comment.

Treasurer: Sonya reviewed the Balance Sheet, pointing out that the \$8000 in deferred income represents dues from corporate members that were paid in 2018 but are to be applied to corporate

memberships in 2019. She also noted that “Other Accounts Payable” reflects expenses from the end of the year, including the holiday party, Board retreat, and Young Professionals.

On the Profit and Loss, Sonya has added some new categories such as the Holiday Party to provide a better breakdown of income and expenses. It was also noted that it is acceptable for us to be earning money as a non-profit and that we will not owe tax on what has been earned; our healthy bottom line does not impact our non-profit status.

Sonya will forward a detailed breakdown on 2018 income and expenses by Committee to all Board members with totals for the year.

Committee chairs are asked to increase their respective budgets by 5%.

President – General Business: Kim reviewed the organizational goals for 2018, general highlights of which include the following:

- Achieve 5% net growth in individual membership and 10% net growth in corporate membership. **Michelle Burghardt will pull data to track member demographics.**
- Diversity and inclusion – a goal for all
- Reestablishment of the executive committee

Kim then reviewed the Committee Goals that had been submitted. **Committee Chairs are to confirm their goals with Kim or provide her with any changes so they can be finalized at the next meeting.**

It was also noted that Kim and Leslie will meet with each committee chair twice a year.

The Marketing and Membership Committees will work with Sonya to develop and sponsor the Scholarship Fund.

Julie will track and report event attendance with the monthly membership report.

It was noted that all Board members have two passes for the year to invite someone to attend a meeting at the member price.

Ratification of Board Voting via E-mail: By email since the last regular meeting, the Board approved the following:

- Giving an honorary membership to Julie Hohe in conjunction with her selection as the 2018 VOICES award winner;
- Increasing the participation in the Mentoring program, and covering the associated cost, from 5 to 6. (Vicky reported that the sixth person then dropped out of the program.)

Operations: The Lydia’s House gala will be held on February 23, hosted by PWA members Donna Erbs and Jill Farmer. **Interested Board members may attend at half-price, with PWA paying the balance; RSVPs are due to Julie by February 8.**

PWA has been asked if we would like a table sponsorship at the Business Journal's "Mentoring Monthly" program on February 25. *After discussion about the lack of results from attending previously, it was agreed that we would not participate.*

Julie asked if she continued to need to order name tags for new members when most of them are not worn; *it was agreed that members can pay the cost if one is desired.*

We currently have 100 individual members, with eight new members in January and no members who did not renew membership. We have five silver and 8 gold corporate members.

Board Reports:

Past President: Elaine noted her opinion that the Holiday Party should be a celebration of members and a thank you for another successful year, and that the cost of attending should be reduced or free. **This will be explored further.**

Social Events: **Cheri is working on obtaining more information on various options associated with the partnership with the Town & Country / Frontenac Chamber of Commerce on the Golf Tournament and will report back to the Board.**

Membership: Lisa and her committee will walk new members through the process of completing their profile in the Membership Director either by phone or at New Member Orientation, with the goal of having a much greater number of members whose profiles are complete.

Philanthropy: Pam noted that the Committee would like to participate in either the YWCA Walk on September 12 or the Ovarian Cancer Walk on October 13. She and Nancy agreed to switch one of the two committee slots from August to September.

Pam asked if it would be possible to add a page to website to note various philanthropic opportunities that members may wish to become involved with, along with a link to the list of donation suggestions that is under development. *Julie said that she could do that, and it was agreed to move forward in this regard.*

Finally, Pam asked if the Board has input on the focus of the Philanthropic Committee, and *it was agreed that it should provide a hands-on opportunity for members to engage in selected service events that have an emphasis on supporting women and children in need.*

Programming: Nancy reported that Beth Chesterton will facilitate the Leadership event and that state auditor Nicole Galloway will present at a Speaker Series event in August or November.

Nancy and Tara are still organizing the Member Spotlight opportunities for the year, and that some will be scheduled for the Symposium instead, based on content of their intended presentation.

It was noted that speakers are allowed to bring one guest on a complimentary basis. One speaker has asked to bring additional guests, also at no charge. The Board approved by vote that the speaker

and one guest can attend at no charge, and that any other guests may attend at the member rate for the event.

Marketing: *Michele Burghardt asked for \$75 for Facebook advertising that she did for the January meeting, which was approved.*

She also reported that the Small Business Monthly Trade Show has offered us the opportunity to be an exhibitor for \$150 for each of their two meetings in April and October (we do not need to participate in both.) The Board approved by vote to participate and to look towards establishing a relationship similar to that with the Business Journal.

Kim noted that Leslie will run the February meeting due to her travel to Australia. The meeting adjourned at 7:45.

Respectfully submitted,

Cathy Perry, Secretary