

Meeting Minutes 9/27/23

Attendees:

Abby Mahon Ana Stringfellow Cindy Dolniak Claire Moran Diana Ferner Jennifer Stewart Julie Hohe Kelli Risse	Kerry Ghormley Kimberly Vissak Maggie West Michelle Archer Rachel Jeep <i>Missing: Bernie Frazier, Katherine Flett, Lisa Kopsis, Sarah Broyles, Sonya Tandy</i>
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5:36 p.m. Ana makes a motion to begin the meeting, and Jennifer seconds the motion. The motion passes unanimously.

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

Financials – Ana (for Sonya)

- The PWA Income Statement and Balance Sheet were provided to the Board.
- There were a couple of questions for Sonya, so Kimberly will send an email to her and copy all the board members.
- There may need to be some corrections to the way things are coded in QuickBooks.

Philanthropy/Fundraising – Abby Mahon / Rachel Jeep

- The Committee is meeting tomorrow to discuss the upcoming events.
 - Diana has questions that will need to be answered for the event locations. She will attend the Committee meeting.
 - Kerry mentioned the Putt Shack event coming up on October 17, 2023 as something that could be helpful for the Committee. They will discuss it.
- Rachel discussed bylaws updates.
 - The Anders accountant that she reached out to approved waiving registration for a chair who works that event.
- Rachel discussed what needs to happen with the membership when the bylaws need to be approved. Julie will follow the same procedure as she has in the past.

Rachel makes a motion to approve adding to the bylaws the statement waiving registration for the chair of an event who is working that event, and Kerry seconds the motion. The motion passes unanimously.

Discussion

- The board discussed the section of the bylaws that covers special meetings.
 - Rachel is concerned that the language is not specific enough and is outdated.
- The board discussed how many votes a Corporate Member should have. The consensus was that it has always been one vote, and Rachel will put that into writing in the bylaws.

Marketing – Michelle

- Website updates are continuing to be made.
 - The Committee and website person are reviewing the layout, functionality and design.
 - There is not a deadline for completion, but the project is moving forward.
- Michelle discussed hiring a social media content creator.
 - We currently do not look at metrics or analytics, so there is no accountability or any idea of the effect of the posts.
 - Michelle went through the Social Media Proposal that was sent to the Board from Pooja Arshanapally.
 - Pooja would do content creation and performance review.
 - The cost is \$800 per month, which Michelle believes is reasonable.
 - The board discussed if PWA should implement this, when we would implement this and possibly getting additional bids for comparison.
 - The consensus was that we wait until the beginning of 2024 to implement this because of budgets and that we need two more bids.
 - There were questions about the commitment involved with the contract.
 - Michelle will get two more bids and discuss the board's questions and concerns with Pooja.

Membership –Kimberly

- Corporate Member activity:
 - Diana got Kimberly and Berne in front of three key players at Edward Jones and is helping them navigate further conversations.
 - According to the first discussion, the hybrid workforce is an issue for hosting and attending events.
 - Edward Jones is open to new ideas and rethinking options for events.
 - Kimberly and Bernie are also still working on scheduling with Marsh & McLennan Agency and Danna McKitrick, P.C. before the end of the year.
- Individual Member activity:
 - Laurie has been reaching out to existing members who are not attending. There have been no responses. Laurie will continue to reach out to keep PWA top-of-mind.
 - Kimberly asked about the follow-up to new members who show an interest in volunteering for a committee. There was a new member who said she had not been contacted.
 - Julie sends an email with this information, and most of the committee chairs said they are reaching out.
 - Kerry suggested setting up a time to meet with the new member to add more personal touch and connection.
- The next open house will be October 18, 2023 from 4:00-6:00pm, will be held at Woodard and will be similar to the last event.
 - Kimberly asked all Board and Committee members to come and help and spread the word.
 - Kerry requested an individual email for board members to send as an invitation.
 - Michelle created a special flyer for Corporate Members.

Scholarship – Cindy

- A \$1000 scholarship was awarded to each of the eight applicants.
- There is still some money left in case any applications come in at the last minute.

Programming – Kelli

- There are no Programming updates at this time.

Social – Claire

- The flower arrangement event is live. It is October 26, 2023 from 4:30 to 7:00 p.m.
 - The price was lowered to \$45 for members and \$55 for non-members based on the board's discussion last month.
 - The deadline for signup is October 12, 2023.
- Kimberly had a question about the cooking event and if it will come back. There was a member who mentioned how much they enjoyed both of the previous cooking events.
 - Kelli said the cooking event always sells out.
 - All ancillary events (i.e. not Symposium, Signature Series lunches or virtual events) will now be under social to reduce the confusion that happened this year.
 - Claire will add the cooking event to her possible options for 2024.

Golf – Diana

- No updates at this time besides the golf tournament happening next week.

Mentoring – Maggie

- There will be a Mentoring happy hour September 28, 2023 hosted by Katherine.

Other Business – N/A

6:43 p.m. Diana makes a motion to adjourn, and Kerry seconds the motion. Motion passes unanimously. Meeting adjourned.