

## Retreat Minutes 11/11/23

Attendees:

Abby Mahon Ana Stringfellow Bernie Frazier Carol Hofer Claire Moran Diana Ferner Francine Martin Jennifer Stewart Julie Hohe	Kelli Risse Kerry Ghormley Kimberly Vissak Lisa Kopis Maggie West Michelle Archer Rachel Jeep Sonya Tandy Missing: Cindy Dolniak, Sarah Broyles, Sally Drake, Katherine Flett
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**9:09 a.m. Ana makes a motion to begin the meeting and Kerry seconds the motion. The motion passes unanimously.**

Introductions & incoming board member training on Roberts Rules of Order/Parliamentary Procedure and Board Expectations.

Year 2023 Accomplishments – Slides shown to the board – Ana

- This has been a rebuilding year.
- PWA has a new logo.
- PWA has a new website.
- This board has edited and updated the bylaws.

Treasurer – Sonya

- Sonya went over the Treasurer responsibilities. Jennifer will be the new Treasurer in 2024.
- Membership Income Through September 2023:
  - New Membership - \$3,900
  - Membership Application Fees - \$575
  - Membership Renewals - \$5,670
  - Total Individual Membership YTD - \$10,145
  - Corporate Membership YTD - \$14,000
  - Total Membership Income YTD - \$4145
- Meetings Financials:
  - Income - \$6,820
  - Expenses - \$7,070
  - Net Income/Loss – (\$250)
  - Julie mentioned that there may be some edits to this information. She and Sonya will look into this.
  - There was Board discussion around how to budget for the lunches.
    - The determination was that the lunch itself should be under operating expenses.
- Action Series:
  - Kitchen Social
    - Income \$995

- Expense \$1083.72
  - Bungee Fitness
    - Income \$525
    - Expense \$515
- After Hours Event:
  - Sharkuterie
    - Income - \$1,695
    - Expense - \$452.33
      - Claire mentioned an expense of about \$700 that should have been included here. Sonya will make that change.
- There was discussion around how to present financials in Quickbooks.
- Symposium:
  - Income - \$8,202
  - Expense - \$3,670
  - Net Income - \$4,543
- Golf League:
  - Income - \$7,395
  - Expense - \$5,326
  - Net Income - \$2,069
  - Golf Tournament numbers will come later.
  - Sonya recommends merging the Golf League and Golf Tournament. Diana agreed with this.
  - There was discussion around events as fundraisers versus regular events and how the Foundation will be involved in the future.
- 2023 Charitable Donations:
  - Missouri Girls Club - \$500
  - Visitation Academy - \$250
  - Scholarships - \$7,000
    - There was discussion around the awarding of scholarships and how that happens. The Board also discussed different possibilities for the future.
    - Rachel discussed how this process will change once the Foundation is in place.
- Operating Expenses through September 2023:
  - \$21,030.54
  - Sonya discussed the breakdown of these expenses.
- Sonya discussed the report entitled Year-to-Date Income and Expenses for Budgeting Purposes that was provided to the Board last month.
- Sonya showed the Board examples of monthly reports.
- Budgets:
  - Fundraising/Philanthropy:
    - Their fundraiser will be in May. They took the average of 2021 and 2022 numbers and added 10%.
      - Income - \$27,000 – broken between the Foundation and PWA
      - Expenses - \$15,759
      - Net Income - \$11,241
      - Rachel explained that expenses will remain with PWA. The silent auction will potentially run through the Foundation. This is still being discussed.
      - Kerry tabled the discussion regarding the Foundation.
  - Marketing expenses are currently housed under Operating Expenses.
    - Website Maintenance
    - Buffer – Social Media Tool
    - Michelle proposed a new expense for a Social Media Firm for \$1000 per month.

- There was discussion around whether this is an expense that PWA wants to have.
- Michelle discussed the benefits of having someone dedicated to social media management.
- There was additional discussion around a potential PWA member who would be willing to do this work as a Social Media Committee Member or Board Co-Chair.
  - The Board would need to vote to give a one-year honorary membership to this person.
- The discussion was tabled regarding the Social Media Firm budget item since there is a potential new PWA member to do this work.

Carol makes a motion to offer Keshia Kent an Honorary Membership for one year. Kelli seconds the motion. The motion passes unanimously.

- There was additional discussion regarding whether there will be additional costs for registration covered by PWA for Marketing Chairs or Marketing Committee Members who take photos and create posts regarding PWA events.
  - The budget discussion was tabled until later in the meeting, but the conversation was never continued.
    - Board Members were asked to email their budgets to Jennifer, and she will compile a full 2024 budget.

#### Calendar - Kerry

- Kerry presented the calendar as it currently stands, including some ideas of when events could take place.
- The purpose of the Board discussion around the calendar is to have a basic plan of what months events will fall in.
- The Board will also look at the flow of new members from events and what upcoming events they will have to look forward to.
- The Board came up with a tentative list of when events might happen for 2024.
  - Nine (9) Signature Series Lunches in January, February, March, April, June, July, August, October and November
  - Eleven (11) Virtual Programs if speakers sign up. We will skip July since it falls on a holiday.
  - Fundraising/Philanthropy will have the Fundraiser in May and two other events in March and October.
  - Two Open House events will be in March/April and August/September.
  - There will be three social events in February, June and October.
  - The Golf League runs from April to September on the first and third Tuesday of each month.
  - The Golf Tournament will be held in September or October.
- There was Board discussion around the End of Year Celebration regarding when it is held and how it is formatted.
  - The event always includes the VOICES Celebration and outgoing and incoming boards.
  - The Board decided that the event should be from 5:30 p.m. to 8:00 p.m. on December 6th.
- The Board Retreat for 2024 will be Saturday, November 2.

- The Board discussed location options for the monthly meetings.
- The Board decided to keep a combination of in-person and virtual meetings.
- The Executive Board meetings will remain as the first board meeting of the quarter.

#### *Discussion*

- The Board discussed whether to continue to give Board members physical awards. It was decided to keep things as they have been for now.

#### SWOT Analysis - Kelli

##### Strengths:

- Golf League
- Non-salesy (not like BNI)
- Caring
- Signature Series Lunches showcasing women
- Balancing work and play
- Multiple industries and not industry-driven
- Diverse ages
- Having both self-employed and corporate members

##### Weaknesses

- Low energy in Signature Series Lunch meetings (need more activities, possibly Table Talks)
- PWA is unknown despite being in existence for 30 years
- PWA is not visible at other events (other organizations, local business expos, etc.)
- PWA is not tapping into the Corporate Members enough for resources and meeting locations
- There need to be more offerings for Corporate Members
- There are possibly too many events (members put off attending because there will always be another event soon) – Maybe there should be only 1/3 to 1/4 as many Virtual Programs or alternate Virtual and Signature Series
- The in-person meetings are too long (for example, it can take 3 hours or more out of a member's work day, and many Corporate members especially can't do that)
- Board and Committee members are not easily identifiable – we need nametags with more information about our Board or Committee position

##### Opportunities

- Marketing to business groups at colleges (similar to the entrepreneurship group from Visitation Academy)
- Booths at women's events
- Marketing the scholarship fund, especially with the Foundation
- Publicizing that the scholarship fund is also for professional women to cover trainings, certifications, conferences and other professional expenses
- Getting sponsors for regular events as a marketing opportunity (drink sponsor, food sponsor, etc.)
- Speakers that have a specific link to an industry
- Offering CEU credits when possible for Symposium speakers and at other events
- Potential to add Skill Builder events back

- DEI speakers
- Showing more diversity in the photos on the website

#### Threats

- Competitors (G.R.I.T. and Women Empowering Women - WEW)
- Some competitors are paying someone to get social media exposure or have more members active on social media
- Women still working virtually
- Cost to members
- Engagement is missing
- Possibly either not enough events or not the right events to keep members and guests engaged
- PWA is missing progressive thinking, is often stuck in its ways from the past, and needs more open-mindedness

One SWOT solution discussed was having PWA attend other external events. That way PWA doesn't have to plan another event but still gets exposure.

#### Year 2024 Vision, Goals and Changes – Kerry

##### **GROWTH IS ABOUT PROGRESS, NOT PERFECTION**

- Kerry introduced the new Board members for 2024.
- Kerry discussed the new motto and vision.

#### PWA Year 2024 Goals:

- Increase PWA as an organization - top of mind branding.
- Increase PWA publicity.
- Increase community outreach.
- Increase the number of members (individual and corporate).
- Increase the variety and attendance at events.
- Increase the attendance at social events.
- Develop a culture of sponsorship for events to cover costs.
- Create a membership survey for Interests, types of events and general feedback.
- Continue PWA programs and events:
  - Signature Series Lunches, Symposium
  - Golf League
  - PWA Golf Tournament
  - Annual Fundraiser
  - Mentoring Program

#### PWA 2024 Changes:

- Hire a marketing firm to help with publicity and branding using the new logo.
- Hire an outside bookkeeper to aid in fiduciary responsibility and reporting.
- Focus on Succession Planning.

- Work on a new leadership protocol of leading rather than doing.
- Update the Organizational Chart with PWA & the STL PWA Foundation.
- Find ways to maximize opportunities with our new Foundation.
- Offer professional headshots for Board Members to have consistency in communications.

Board Business Votes – Kerry

**Michelle makes a motion to nominate Kim Kilian with Edward Jones as the 2024 Marketing Co-Chair. Diana seconds the motion. The motion passes unanimously.**

- Claire said that Lily Dowling is interested in being the Social Co-Chair but will have a baby in January. Claire will bring this back to the board later in 2024 for a vote.
- The Board discussed whether a Corporate Member could have more than two people on the Board.

**Maggie makes a motion to change the bylaws to allow a Corporate Member to have up to three seats on the PWA Board of Directors. Kimberly seconds the motion. The motion passes unanimously.**

**Maggie makes a motion to nominate Erin Keiter with Assured Partners as the 2024 Mentoring Co-Chair. Claire seconds the motion. The motion passes unanimously.**

STL PWA Foundation – Rachel

- Rachel discussed the significant changes that were made to the bylaws over the last few months.
  - She showed the bylaws to the Board as the changes were discussed.

**Rachel makes a motion to approve the updated PWA bylaws with amendments. Diana seconds the motion. The motion passes unanimously.**

- Rachel discussed the makeup of the new STL PWA Foundation Board of Directors.
  - The PWA Past President will be the President.
  - The Treasurer will cross over both Boards.
  - There will be a separate Secretary.
  - There will be two Members at Large that should be a past Fundraising Chair and a current Fundraising Chair or Finance Committee member if possible.
  - For 2024, the Foundation Board of Directors will be Ana, Jennifer, Rachel, Lisa and Diana.

**Rachel makes a motion to approve the \$600 filing fee for the 501(c)(3). Lisa seconds the motion. The motion passes unanimously.**

**Rachel makes a motion to approve the structure of the Board STL PWA Foundation as listed above. Sonya seconds the motion. The motion passes unanimously.**

- Rachel discussed a plan for determining the seed money for the STL PWA Foundation. She recommended that the current treasurer, past treasurer and a CPA from Anders (PWA's tax advisor) should meet to determine this.
  - The seed money would be considered a charitable donation from PWA to the Foundation.
- The Board will vote on the STL PWA Foundation bylaws electronically. Rachel will send the bylaws to the Board via email.

#### PWA Year 2024 Committee Goals:

##### Fundraising and Philanthropy – Lisa

- For PWA Philanthropy, the Committee would like to have two events during the year.
  - The events will be collaborative with other organizations that align with the mission of PWA.
- The Committee also plans to promote the new PWA Foundation through education about scholarships and making contributions.
- This budget is being formulated pending the beginning of the Foundation.

##### Marketing - Michelle

- The Committee plans to continuously improve social media engagement.

##### Membership – Bernie/Kimberly

- The Committee is planning to follow-up more often with Corporate Members.
- They will review and enhance membership offerings for Corporate Members.
- They would like to add two new Corporate Members.
- Define and assign roles at events to keep membership engagement
- Add two new membership generating activities, such as offering a 50% discount every time someone brings a guest and being entered into a drawing for a free PWA membership.
- They will email their budget to Jennifer.

##### *Discussion*

- The Board discussed swag items, which are currently under Operation Expenses.
  - The Board Members will email Jennifer with whether they want swag items and an estimate of quantity and any ideas for new swag.
- The Board also discussed whether committees should be donating baskets for fundraising.
  - In the past some Board Members were paying out of pocket to create these baskets but others were using their budget to cover those expenses.
  - It was decided that the fundraising events will be different in 2024, so this will not be relevant.

##### Scholarship Fund – Ana

- Scholarship Fund discussion was tabled due to the need to create a plan with the new Foundation.

### Programming – Kelli

- The Committee will plan nine engaging Signature Series Lunches.
- They hope to have twelve virtual trainers sign up to present.
- They will continue with monthly committee meetings.
- They would love to have a swag giveaway for new members.
- Kelli will email their budget to Jennifer.

### *Discussion*

- The Board discussed meeting registration being covered for Board Chairs who are running events. The purpose was to remind everyone to include this information in their budgets.

### Social – Claire

- The Committee will focus on events that will bring in diverse groups of people.
- Claire gave the budget amount of \$5,000 in expenses for three events.

### Golf League – Diana

- The goal for 2024 is to have fun, comradery and networking at their events.
- Diana will email the budget to Jennifer.

### Mentoring – Maggie

- The Committee plans to have applications sent out by March 2024.
- Their goal is to double participation from 12 to 30.
- Maggie gave the budget amount of three events at \$500 in expenses per event, for a total of \$1,500.

### VP - Diana

- Diana will negotiate the best price possible for every event.
- She is trying to keep the cost to \$30 to make a little money for each event.
- The Signature Series Lunches in 2024 will be at the Missouri Athletic Club (MAC).
- The Board Meetings will remain at US Bank in Clayton.
- She is looking into having the Symposium and the Fundraising event at the MAC as well since PWA is not charged a room fee thanks to our sponsor.
- Diana will email the budget to Jennifer.

### President - Kerry

- Kerry anticipates having some miscellaneous supplies and appreciation gifts in her budget.
- She will email the budget to Jennifer.

### *Discussion*

- The Board discussed whether speakers could bring a guest. The decision was that they can, and this will go in the Programming budget.



- The Board discussed and decided to add questions in the application process about being a speaker sponsor, doing a member spotlight and presenting a virtual program.
- The Board discussed their takeaways from the Retreat.

**3:51 p.m. Kerry makes a motion to adjourn the retreat. Lisa seconds the motion. The motion passes unanimously.**