

Meeting Minutes 1/31/24

Attendees:

Ana Stringfellow Bernie Frazier Michelle Archer Diana Ferner Jennifer Stewart Julie Hohe Carol Hofer Kelli Risse	Kerry Ghormley Kimberly Vissak Lisa Kopis Kim Killian Francine Martin Sarah Broyles <i>Missing:</i> Claire Moran, Maggie, Lily Dowling, Kimberly Douglas, Sally Drake
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5:38 p.m. Kerry makes a motion to begin the meeting, and Diana seconds the motion. The motion passes unanimously.

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

Introduction/ Welcome – Kerry gives us our mission statement. The theme is that growth is about progress, not perfection.

Financials – Jennifer

- The PWA Income Statement and Balance Sheet were provided to the Board.
- Jennifer went over the reports.
- Kimberly suggested adding an income line for membership sponsors.
- Budget Overview Review discussed PWA net income which was negative in 2023 (- 14,578), and cash flow is low. The new website contributed, the lower attendance, and the Gala did not occur. If attendance is low also need to adjust costs, and creatively come up with ways to bring in more money, sponsorships, etc.

Discussion occurred about the foundation money and co-chair registration money. Board meeting expenses including food, and meeting packet expenses given to corporate sponsors.

Membership – Bernie & Kimberly

- The open house is coming up on March 20th, marketing has started with Michelle.
- The board will encourage the members to come to the open houses.
- The second open house date has been changed to August 22nd.
- PWA secured a table at the G.R.I.T. leadership expo, on May 15th. Volunteers are needed to work the table.
- Sponsorship brochures will need to be distributed.

Marketing – Michelle

- Michelle addressed the voting of Kesha Kent.
- Promo Items cost \$2800.
- Board members discussed items of swag.
- Jennifer confirmed that 400 items are needed.

Programming – Kelli and Sara

- Discussion took place about speakers needed after July. PWA confirmed speakers up to July.
- February speaker includes wine and chocolate, baskets, and marketing will need to go out with the attendance prize. 20 people have confirmed to date on 1/31/24.
- MAC luncheons will hold up to 45 people.

Mentoring – Jennifer substituting for Maggie who is not in attendance.

- Mentoring program accepting applications for March 1st. The deadline is April 12th, and pairs will be determined in May.

Social – Kerry substituting for Claire not in attendance.

- The Valentine's Day event will take place with wine, and chocolate at the Clayton House on Feb 21st.

VP/Foundation – Diana

- The foundation received a donation from Rachel.
- 2024 PWA will have to seed the money for the foundation, including scholarships, and philanthropic.

Diana makes a motion that St. Louis PWA takes in the registrations on May 9th, the gala, and net profits received will go into the foundation account. Ana seconds the motion. All in favor, Kerry approves the motion

Discussion – Kimberly Vissak & Diana, Gala (Fundraiser, Top Golf) will be open to PWA members and spouses. Encouraging co-ed games. Midtown, new Top Golf. Minimum 75 and on from there. Golf and Spa included.

Other Business – Julie

Most corporate members have renewed with payment. Waiting on one other organization. Bernie indicated that Commerce Bank will host a Happy Hour .

6:58 p.m. Carol Hofer makes a motion to adjourn, and Anna seconds the motion. Motion passes unanimously. Meeting adjourned.