

Meeting Minutes 03/27/24

Attendees:

Ana Stringfellow Diana Ferner Francine Martin Julie Hohe Jennifer Stewert Lily Dowling Claire Moran Lisa Kopis Kerry Ghormley Bernie Frazier	Carol Hofer Erin Keiter Kelli Risse <i>Missing:</i> Kimberly Vissak, Maggie West, Kimberly Douglas, Sarah Broyles, Kim Killian, Michelle Archer
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5:30 p.m. Kerry makes a motion to begin the meeting, and Diana seconds the motion. The motion passes unanimously.

Kerry reads the mission statement.

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

Financial – Jennifer

- The PWA income and balance sheet were submitted to the board.
- Jennifer confirmed February cash payments were made by corporate members
- Budget Overview Review
 - The fundraising event shows a projected net profit of \$11,507.
 - The golf tournament shows a projected net profit of \$2950.
 - The net profit for the fundraising event and golf tournament will go towards the donation to the foundation.
 - A slight change was made to the swag budget.
 - A line item was added for the sponsorship of the open house.
 - There is \$56,000 in the money market account.

Discussion

- A budget discussion occurred and was asked if the members wanted to make changes or discuss the purpose of taking in funds versus what is being spent for the year.

Carol makes a motion to approve the budget, and Lisa seconds the motion. The motion passes unanimously.

Membership – Bernie

- Renewals:
 - A couple have not renewed however the board will reach out to those people individually.
 - Many renewals went out and were renewed which is great.
- New Member Applications:
 - Four were submitted for February and four for March.
- First Open House:
 - 35 people were in attendance, 6 people were guests, and 1 new member joined.
 - Kim and Laura made a connection with all guests in attendance.

- Bernie and Kim have made adjustments to ensure the food quality is just the right amount.
- Upcoming events:
 - The Commerce Bank sponsored happy hour on 3/28 at Peel with Bernie presenting.
 - 50 people RSVP'd for the presentation.
 - Big thank you to Julie and Michelle for providing the giveaways.
 - On May 15th PWA will be participating in the G.R.I.T. Expo with a table set-up.
 - The second open house is August 22nd.

Discussion took place about supplying professional headshots at the events. Also, ideas about the locations of the events will be taking place in the future. Assured Partners will be providing a space for the event in the future.

Philanthropy and Fundraising – Lisa and Diana

- Fundraising Event Gala at Top Golf
 - Marketing:
 - Michelle is posting the fundraising event on social media platforms.
 - A PWA letter has been sent to corporate sponsors and members to cover a variety of costs.
 - The St. Louis Business Journal will be contacted for a press release.
 - Tickets for the fundraiser are now available and the program has been finalized.
 - Raffle prizes and gift cards are being determined.
 - Food and drinks have been secured.

A discussion about how to obtain raffle prizes, which prizes PWA has from donations and what is included in the various sponsorships available to sponsors. A discussion occurred about the activities and how the game is played what is included in the costs, and what is an extra charge.

Foundation – All member discussion

A discussion occurred about the best way to communicate the purpose of the foundation in the Gala letter sent to corporate members, members, and the public. Donations can also be made via QR code, Venmo, payroll, etc.

Programming – Kelli and Diana

- Symposium:
 - Location
 - Diana is having conversations to determine the location. MAC, MAC West, New Hotel, Doubletree, Westport, and Assured Partners are in consideration.
 - The speakers have been confirmed for the year.
 - A virtual trainer speaker is needed for December.
 - Becki Feldmann has been confirmed as this year's keynote speaker.
 - The April luncheon will be an opportunity for Diana and Lisa to speak about the Gala.
 - A marketing piece will be handed out at the luncheon confirmed by Diana.

Vice President - Diana

- Board meetings for April and May will be held at Assured Partners.
- Golf League has 24 sign-ups to date.

Other Business

- Julie spoke about the insurance policy, and it has been paid.
- Kerry addressed to board members to make sure the reports have been turned in by Friday before our board meeting to ensure the members have reviewed them before the meeting.

6:50 p.m. Diana makes a motion to adjourn, and Ana seconds the motion. Motion passes unanimously. Meeting adjourned.