

Meeting Minutes 04/24/24

Attendees:

Ana Stringfellow Diana Ferner Francine Martin Julie Hohe Jennifer Stewart Lily Dowling Lisa Kopis Kerry Ghormley	Carol Hofer Erin Keiter Kelli Risse Kimberly Vissak Maggie West Michelle Archer Sara Broyles Kim Killian  <i>Missing:</i> Bernie Frazier, Claire Moran
---	---

**5:30 p.m. Diana makes a motion to begin the meeting, and Ana seconds the motion. The motion passes unanimously.**

**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.
- Budget Overview Review:
  - Jennifer went over last year's budget YTD compared to this year's YTD.
  - Corporate members paid for the year.
  - Individual memberships will continue to come in throughout the year.
  - The membership committee asked for a budget for a drawing to give away for membership.

Membership – Kimberly

- Past events:
  - Commerce Bank event on March 28th went very well, and PWA received wonderful feedback.
- New Membership:
  - Ideas suggested for a free giveaway or discount for new membership at the G.R.I.T. event.
- Upcoming events:
  - On May 15<sup>th</sup> PWA will be participating in the G.R.I.T. Expo with a table set-up.
  - Members volunteered to be at the booth in shifts hours 10 – 2 (Francine, Carol, Kerry and Kelly, and Bernie).

Marketing – Michele

- Marketing supplies have been ordered for G.R.I.T. Expo with PWA table set-up.
- The committee has been meeting regularly and posting on social media.
- Supplies are available for Gala (pens, bags, notebooks).
- Gala is being marketed on LinkedIn, Facebook and Instagram.
- Changes in venue locations for luncheons will be communicated to members.

*Discussion occurred about the press release being featured in the business journal for the Drive for Dreams, and more events. An events directory is another avenue to post the PWA events.*

#### Philanthropy and Fundraising – Diana and Lisa

- Gala at Top Golf “Drive for Dreams”:
  - Confirmed giveaways and donations.
  - Confirmed pricing for extra accommodation.
  - 6 members confirmed to attend.

*Discussion about tee shirts for events and pricing for fundraising events, and platforms to use to accept donations and dress code.*

#### Foundation – All member discussion

*A discussion occurred about the best way to communicate the purpose or why of the foundation. Testimonials of the scholarships were encouraged. The Gala letter was sent to corporate members, members, and the public. Donations can also be made via QR code, Venmo, payroll, etc.*

#### Programming – Kelli and Diana

- Events:
  - Luncheons:
    - Increasing participation for members and non-members. (see discussion)
    - Changes in venue will be communicated to members.
    - Diana will start booking new venues in June for future events such as breakfasts.

*Discussion on how to increase participation in the luncheons. Change of days or times, length of time, surveys to obtain feedback, new location, venues, meal options, meal pricing for non-members, and social media posts to highlight the events.*

#### Mentorship - Maggie

- Delayed applications until May 1<sup>st</sup>.
- Focused on direct outreach to encourage more applications for mentorship.

#### Vice President - Diana

- Symposium:
    - The ballroom at MAC has been confirmed for September 11<sup>th</sup>.
- Board Meetings:
- Location for the rest of the year will be held at Assured Partners.

#### Other Business

- New social event for the summer will be announced during the next board meeting.

**7:00 p.m. Diana makes a motion to adjourn, and Ana seconds the motion. Motion passes unanimously. Meeting adjourned.**