

Meeting Minutes 05/29/24

Attendees:

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

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

Financial – Jennifer Stewart

- The PWA balance sheet P&L and Budgets vs Actuals was submitted to the board.
- Budget Overview Review:
 - Jennifer went over the total budget, money market, and changes in the checking account.
 - Review of Profit and Loss statement, dated until April.

Membership – Kimberly Vissak and Bernie Frazer

- G.R.I.T. leadership expo:
 - Shoutouts to the board members who assisted in PWA table.
 - A raffled ticket for a one-year free membership was given to an attendee.
- New Membership:
 - Received 2 new memberships from G.R.I.T. event.
- Upcoming events:
 - Open House at Woodard on August 26th from 4 pm – 6 pm.
 - Bernie suggested headshots and make-up offered at the open house.
 - Reminder of sponsors needed for the open house.

Marketing – Michelle Archer and Kim Killian

- New members have joined the marketing committee and seeking new members.

Discussion on promoting the value of posting photos of the events.

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.

Social – Claire Moran and Lily Dowling

- Looking at hosting a social event at various places within budget.
 - Painting with a Twist in Brentwood.

Discussion on sponsorships for the events in the Fall. Brainstorming ideas on the types of events and which venues are available.

Philanthropy and Fundraising – Lisa Kopis

- Gala at Top Golf “Drive for Dreams”:
 - The group census received overall positive feedback.

Discussion about the bourbon raffle and advertising in advance before the event. Increasing marketing before events. Corporate membership levels, the value of the packages, and the pricing.

VP & Golf – Diana

- VP:
 - Board meetings will be held at Assured Partners location.
 - A quote was received from the MAC downtown for the location of the September 11th Symposium.
 - The AC Hotel rooftop has been reserved for the Symposium awaiting pricing.
- Golf Tournament:
 - The location for the tournament will be held at Forest Park Hawthorne on Sept 24th.
 - A flyer will be distributed in June.
 - Prizes will be given out for the 1st, 2nd, and 3rd longest drive and closest to the pin.
 - Max 72 people at location.
 - Registration opens in June and early registration will end on August 31st.
 - Marketing items were ordered for the event.

Discussion was held regarding ideas for the raffle baskets, tickets, prizes and to place an ad for the St. Louis business journal.

A motion was made by Diana to give away one membership at the golf tournament. Carol seconds the motion. Passed unanimously.

Other Business: Programming, Mentorship, Foundation, President-Elect

- Programming:
 - Emails are being sent out to request speakers, and for swag for the Sept. 11th event.
- Mentoring:
 - Received two more AP folks interested in joining.

6:39 p.m. Kerry makes a motion to adjourn, and Bernie seconds the motion. The motion passes unanimously. Meeting adjourned.