

Meeting Minutes 06/26/24

Attendees:

Diana Ferner Julie Hohe Jennifer Stewart Lily Dowling Kerry Ghormley	Carol Hofer Kelli Risse Kimberly Vissak Claire Moran Bernie Frazier <i>Missing:</i> Maggie West, Michelle Archer, Francine Martin, Kim Killian, Sara Broyles, Lisa Kopis, Anna Stringfellow, Erin Keiter
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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, 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.
- Overview Review:
 - The net income total is \$6,046.46, from Jan 2024 to May 31st 2024.
 - The total liabilities and equity is \$77301.20, Jan 2024 to May 31st 2024.
 - Jennifer will prepare a budget comparison monthly.

President – Kerry Ghormley

- Mid-year calendar check-in took place, any changes or updates will need to be communicated.
- Board retreat occurs on November 2nd and succession planning.
- Strategic planning will be discussed during the August or September board meeting.

Membership – Kimberly Vissak and Bernie Frazer

- Upcoming events:
 - The date for the open house is August 22nd, held at Woodard.
 - 3 Sponsorships (event, food, and drinks) are available for the open house.
 - Bernie confirmed the headshot offering with rates, and other details were discussed.

Discussion took place on the open house marketing, the possibility of service mark-ups, and the sponsorships needed.

Programming – Kelli Risse

- The Elevate Conference:
 - The new logo and branding were presented to members.
 - The finalized venue for the event will be held at the AC Clayton Hotel.
 - A keynote speaker and 4 other speakers will be needed.

Discussion occurred on the scheduling of the event, vendors, garage parking, and pricing as well as a recommendation on a PWA signature drink and breakout rooms.

Social – Claire Moran and Lily Dowling

- Events:
 - A decision was made not to hold the event in the summer.
 - The next event will be in the fall timeframe around Halloween or Thanksgiving.
 - An event idea would be a charcuterie class.
 - Kelli and Diana made event suggestions such as the symphony, ballpark village, or cooking class.

Philanthropy and Fundraising – Lisa Kopsis not present

VP & Golf – Diana

- VP:
 - The lunches will be held at the AC next year with a raffle included.
 - The menu options have been sent to Diana and AC will meet the \$30 pricing.
 - Luncheons for this year will take place at the MAC.
 - Diana discussed working with the St. Louis women's organizations to increase participation in events.
 - The retreat will be held at the AC Hotel.
- Golf:
 - The location for the tournament will be held at Forest Park Hawthorne on Sept 24th.
 - Golf registration is open for the tournament.
 - Gold tournament will need marketing.

Marketing – Michelle Archer and Kim Killian are not present

- Members need to reshare the marketing posts on social media.
- The headshots for the open house will need to be marketed.

Discussion about increasing posts on the several events taking place throughout the year occurred among members.

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

- Carol has been reaching out to members to fill positions for next year.

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