

Meeting Minutes 01/29/25

Attendees:

Jessica Young Nancy Nix – Rice Katie Karraker Julie Hohe Jennifer Stewart Laurie Chappell Sarah Broyles Lily Dowling	Carol Hofer Kerry Ghormley Erin Keiter Kim Killian <i>Missing:</i> Francine Martin, Kimberly Vissak, Mary Butkus, Theresa Hamilton
---	--

5:33 p.m. Carol makes a motion to begin the meeting, and Kerry seconds the motion. The motion passes unanimously.

Kerry makes a motion to approve the board retreat minutes, and Lauri seconds the motion. The motion passes unanimously.

President – Carol Hofer

- Carol recognizes and thanks the board members for their work in the best professional women's organization in St. Louis, PWA.

Financial – Jennifer Stewart

Increasing Net Income:

- Corporate Memberships:
 - Jennifer explains that corporate tickets are not income toward that event.
 - The tickets purchased by individuals and guests contribute towards income.
 - A line item 4316, “Corporate Membership Used for Tickets,” was created on the profit and loss statement.
 - 80% to 85% of corporate member fees have been returned to the corporate members in the form of event tickets.
 - Jennifer proposes that the corporate members get a certain amount to be used toward the event tickets, and that digital benefits will be increased for the corporate members to show the value of the PWA corporate membership.
 - The new changes will prevent a net loss for 2025.
- Budgeting:
 - The spending in 2024 exceeded the budgets for every team in 2024.
 - Attendance to events will need to increase, or the expenses will need to be brought down for the events in order to stay the same with PWA income.
 - PWA will be looking at raising membership costs, which has not happened in several years.
 - PWA could look at raising corporate memberships or charging more for events to improve net income.

- Jennifer will send out budgeting, which can be voted via email or in the February budget meeting.
- The Foundation
 - The Fundraising event and Golf Tournament net profits have gone directly to the foundation.
 - PWA may have lost money by sending net profits directly to the foundation rather than collecting them in a “bucket” and then determining how much of the net profit will go to the foundation.
- The PWA balance sheet P&L and Budgets vs Actuals was submitted to the board.

Discussion—Laurie asked a few questions about the costs of the membership drive, and Jennifer is working on getting sponsors for the cost of food at this event because it is free to attendees. Also, Laurie inquired about the percentages of the corporate members versus the individuals who attend the luncheon events, which will be about 20-30%.

Membership – Jessica

- The Spring Open House is being planned, and the initial thought of the day would be 3/19. However, alternative dates are being considered, with the spring break occurring in mid-to-late March.
- The team is brainstorming ideas for corporate membership perks and value.

Programming – Sara Broyles

- The 2025 programming calendar is being worked on and almost completed.
- Waiting for the confirmation of the November power lunch speaker.
- Rebranding occurred, and PWA Power Lunch is the new name for luncheons.
- The Elevate Conference will occur in March. Melanie, Kelly and Bernie will be the 3 main speakers.
- If the board has ideas of any vendors looking to participate the form will need to be completed with Julie.
- Sarah is looking for a programming co-chair.

Social – Lily Dowling

- Events:
 - 14 members signed up for the “Restart and Refresh” yoga event at AP and 9 attended.
 - The yoga event lost \$150.
 - A flower arrangement event is being planned for the month of April.
 - Marketing one month ahead of the events has worked well.

Philanthropy and Fundraising – Nancy Nix – Rice

- Laurie would like to send out an email survey to members to understand which philanthropy organizations they would like to support for philanthropy projects.
- An email and in-person surveys will be sent to the members.

Mentoring – Erin Keiter

- The mentorship committee is rebranded as the mentorship program.
- Erin is requesting two board members to become mentors for the program.
- A list has been put together, which includes interested mentors and mentees.
- Application will open the first week of February, and the deadline is March 26th.
- The program kickoff will occur on Wednesday, April 16h.

Marketing – Kim Killian and Katie

- Katie updated the membership brochure, which should be finalized tomorrow.
- A meeting will occur on Friday to start posting events on social media for February, March, and April.
- Save the dates that will be listed on the posts for events with dates that have not yet been determined.
- Kim encouraged board members to like and share media posts.
- Katie and her team will also take a look at creating events pages on Facebook and LinkedIn for the larger events.

Golf Committee – Karen Jung

- The Highlands Golf is raising prices from \$25 to \$28 and PWA will need to look at increasing the golf league fee.
- The Golf league may start in April and go until the end of October. Historically, April weather has caused cancellations.
- Pricing must be aligned for the one and two times per month option.
- PWA will need to start looking for sponsors for the Fall golf tournament.

Vice President – Laurie Chappell

- Diana Ferner has set up the venues for the 2025 events.

Discussion – Laurie inquired if any of the board members has been to a location in Clayton called Alchemy which rents out office spaces. Laurie will inquire if they can host us for small events.

Other Business:

Jennifer will email the committee co-chairs to verify budgets. Once confirmed, Jennifer will talk with Carol, and the board can take a vote in February.

Carol requested a draft of the corporate membership brochure sent to her before March.

Kerry mentioned that PWA will need to propose a new membership fee. The current cost is \$150. Carol asked Jessica to talk with Mary to come up with something for the individual membership and the corporate sponsorships.

6:31 p.m. Carol makes a motion to adjourn, and Laurie seconds the motion. The motion passes unanimously. Meeting adjourned.