

## Meeting Minutes 04/30/25

### Attendees:

Karen Jung Nancy Nix – Rice Julie Hohe Mary Butkus Lily Dowling Erin Keiter Jennifer Stewart	Carol Hofer Kerry Ghormley Francine Martin Sarah Broyles Kimberly Vissak Katie Karraker  <i>Missing:</i> Theresa Hamilton, Kim Killian, Laurie Chappell, Samantha Hubbs
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**5:36 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 minutes, and Nancy seconds the motion. The motion passes unanimously.**

### President – Carol Hofer

- The May luncheon will offer a 50/50 raffle, and Julie will bring the tickets.
- Carol requested that Mary see if she can find more attendees for the May luncheon at the Kirkwood Chamber.
- Carol thanked Lilly for doing a great job with the floral event.

### Financial – Jennifer Stewart

The PWA balance sheet, P&L, and Budgets vs Actuals were submitted to the board.

- Profit and Loss:
  - Total net income as of March 31<sup>st</sup>, 2025, is \$16,195.96.
  - Total assets and liabilities as of March 31<sup>st</sup>, 2025, is \$68,828.66.
- Treasury Report:
  - Congratulations to Lily and Theresa for staying within the budget.
  - The March luncheon was a profitable event.
  - The checking account balance is estimated at \$22,000, and the money market has an estimated balance of \$47,000.
  - As a reminder, the line items for corporate tickets is being utilized to see how many tickets are being used by the corporate memberships.
  - The negative on the foundation is a reminder to Jennifer to move the money into the foundation.
  - The April lunch meeting raised \$120 for the Cinco De Mayo basket.
  - For the Budget versus Actuals in February, the board discussed moving numbers to a different month if something changes. For example, if an open house changed from March to April.

*Discussion: Kimberly asked how money is moved from the corporate membership to tickets. Kimberly mentioned that PWA would give a number of tickets to the corporate members to use. Jennifer said previously that when the corporate members were given tickets, the money was moved into income, which is incorrect. Now, to see clearly, the reports show how much money is spent on the corporate membership on the tickets being utilized. The line item shows how much ticket money is used against the corporate membership. Jennifer offered to label the line item as prepaid tickets.*

#### Membership – Samantha Hubbs and Mary Butkus

- The open house occurred last night, and a small but mighty group.
- Mary received a couple of excellent PWA potential member leads.
- Mary requested from Julie a copy of the attendees.
- Mary will reach out to the attendees.
- Samantha and Mary spoke with Theresa from Commerce Bank and will do a meet and greet at that location in the next couple of months.
- Samantha and Mary will be attending the G.R.I.T. event at the booth on May 28<sup>th</sup>.
- Kerry met a marketing person from Sam's Club, and they may be able to supply refreshments for the next event.
- Mary will be doing two membership giveaways at G.R.I.T.

#### Programming – Sara Broyles

- Kira Somach is signed up as the May Speaker with 14 confirmed attendees.
- Marketing and board members must send out reminders to attend the events.
- Karen Fox is confirmed for the June luncheon.
- Seeking vendors or sponsors for the Elevate conference in November.
- Carol suggested gift baskets for the Elevate conference. However, the person in mind may be busy because of the holiday.
- No luncheons will be scheduled in July or August.

*Discussion about events in the summer months. It was agreed that the luncheons would not occur in July or August; Lilly said she would partner with philanthropy for a summer social event. Kimberly Vissak offered Sara support in any way possible while Sara is out for her honeymoon, etc. Finding someone as a co-chair for this year or stepping in for next year would be helpful for Sara.*

#### Social – Lily Dowling and Theresa Hamilton

- Events:
  - The Bloom and Boutique event with 19 attendees made a profit of \$23.00.
  - Lily was very mindful of the budget for this event, due to the loss of money during the January event.
  - Lily would like to partner with the philanthropy committee to do something fun, like a Happy Hour.
  - Nancy may have summer ideas for this event, such as putting together a backpack before school starts.
  - Lily thanked Marketing for doing a great job with the events.

Philanthropy – Nancy Nix-Rice

- Nancy is all set with Shaw Visual and Performing Arts Elementary School in the City for the Jewelry Pop-Up Shop.
- 240 kids will be in attendance.
- Nancy requested from Julie who has signed up to participate in the event.
- Another local school could not make this event; however, they asked if we could have another event in December.
- The two jewelry pop-ups will cover two of the four philanthropy events for the year.

Mentoring – Erin Keiter

- Erin gave kudos to Lily about the flower event.
- One person from the mentorship program is interested in the philanthropy committee.
- Kick-off occurred with three pairs, and one dropped off, and it was decided to have continuous enrollment.
- Erin would like the mentorship program to be marketed.

*Discussion: The G.R.I.T. organization may be a great event to discuss the mentorship program.*

Marketing – Kim Killian and Katie Karraker (Not in attendance)

- Website graphics and promotions for April events have been created and posted on social media.
- A big thank you to all the members and board members sharing on social media.
- Katie will reach out to new member Kristyn for support while Kim is out.
- Kim is working on creating the marketing intake form.
- Katie will create any content for the gold league starting soon.

Golf Committee – Karen Jung

- 17 golfers have been signed up for the golf league.
- An email will go out tomorrow for everyone who has registered.

*Discussion occurred about the golf tournament. Minimum charge is \$2,000 with a non-refundable down payment of \$625.00 – Contract states \$2748.00 total price. The Tournament would need at least 48 golfers to break even. The question is whether the tournament should take place at the golf course or if Top Golf should be considered. Kerry mentioned the fundraiser at Top Golf was expensive; however, costs may be controlled depending on the number of bays, etc. Many people Diana golfed with at Edward Jones are not golfing this year. It was mentioned to send another email to sign up for the golf league. The sign-up is still open. Karen will send a mass email again. Kimberly asked if a flyer could be posted at the golf course to see if we can get additional golfers. Also, it is suggested to charge more to those who are not members to be part of the golf league. Karen will ask the clubhouse if it's possible to put up a flyer or give a discount for those who sign up late. Jennifer mentioned that PWA offered golf-only membership in the past.*

President-Elect – Kimberly Vissak

- No updates currently.

Vice President – Laurie Chappell

- No updates currently.

Other Business:

- Kerry has a quick foundation update. She received an email with the first interesting application for the scholarship. The new form looks excellent, and Kerry thanked everyone for that. After the raffle, about \$5,000 will be available for the scholarship. The involvement in raising the funds has been significant to see. Keep spreading the word about the scholarship applications. Kimberly suggested that the scholarship program be mentioned at the G.R.I.T. event. Kerry will not be at the event, but marketing may be able to provide a 1-pager for the booth.
- Kimberly asked if PWA should do an event over the summer. Lily would like to part with the Philanthropy committee to do a summer event and a Happy Hour, sponsored by the social committee. Kimberly mentioned the cooking classes that were offered in the past. Lily looked into the cooking classes and said they were expensive. Lily will look into Kitchen Social classes that are below \$100. Another place is Kitchen Conservatory, or Schnucks in Des Peres.
- Kimberly mentioned that PWA had multiple events per month in the past, which were well attended.
- Jennifer shared the calendar of events that was decided on back at the board retreat.
- The Golf Tournament is on September 23<sup>rd</sup>. The Golf League goes into October.
- The Elevate Conference is in November.

**7:03 p.m. Jennifer makes a motion to adjourn, and Mary seconds the motion. The motion passes unanimously. Meeting adjourned.**