

## Meeting Minutes 03/26/25

### Attendees:

Karen Jung Nancy Nix – Rice Laurie Chappell Julie Hohe Mary Butkus Lily Dowling Erin Keiter	Carol Hofer Kerry Ghormley Francine Martin Samantha Hubbs  <i>Missing:</i> Sarah Broyles, Theresa Hamilton, Kim Killian, Jennifer Stewart, Kimberly Vissak, Katie Karraker
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**5:30 p.m. Carol makes a motion to begin the meeting, and Kerry seconds the motion. The motion passes unanimously.**

**Carol makes a motion to approve the board retreat minutes, and Erin seconds the motion. The motion passes unanimously.**

### President – Carol Hofer

- The Kate Spade handbag raised \$110.
- Kerry will prepare the Cinco De Mayo basket for the upcoming April or May luncheon.
- Kerry spoke about announcing the need for items to be auctioned at the upcoming April meeting.
- Donations for the foundation are tax-deductible.

*Discussion: The 50/50 raffle will be offered for upcoming meetings if we do not have items to auction.*

### Financial – Jennifer Stewart (Not in Attendance)

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

- Profit and Loss:
  - Total net income as of Feb. 28th, 2025, is \$13,347.74.
  - Total assets and liabilities as of Feb. 28<sup>th</sup>, 2025, is \$66,329.66.
- Treasury Report:
  - The yoga social event was a slight loss of \$500.
  - Income is coming in as planned, and expenses are negative (budget vs. actual).
  - Expenditure is less than the committee's budget.
  - The full budget report approved by the board was provided in the reports.

### Membership – Samantha Hubbs and Mary Butkus

- The board agreed to April 29<sup>th</sup> for the PWA open house event at Woodard, 4 – 6 pm.
- Looking for a couple of sponsors for a door prize (\$100) and food and drink (\$100).
- Karen will be at the PWA open house at the table.
- PWA is sponsoring the G.R.I.T. event on May 28<sup>th</sup> at Maryville University.

- Samantha and Mary will be at the PWA booth at G.R.I.T.
- Kerry offered to be at the G.R.I.T. event during the afternoon shift.

#### Programming – Sara Broyles (Not In Attendance)

- Finalization of the 2025 speakers.
- Notes state the May speaker is Karen Fox.
- Julie will call Maggiano's and release July and August.
- Sara will be finalizing fall speakers according to Julie.

*The board discussed skipping the July and August luncheon speakers and ensuring a September speaker. Kerry asked if we need to do a social event in July or August. Lily spoke about how summer and summer vacations affect participation. Nancy suggested we ask the corporate partners for influential women to recommend speakers. Julie mentioned that Sara may be seeking a speaker for June.*

#### Social – Lily Dowling and Theresa Hamilton

- Events:
  - The Bloom and Boutique event is on Thursday, April 17<sup>th</sup>, at Kirkwood Park.
  - Lily requested a Facebook event post to advertise the event and encourage participation.
  - Lily would like marketing to send the reminders in chronological order.
  - Katie will help with the slide for the luncheon and the Facebook post to advertise the event.

*There was a discussion about shopping at Savers for vases. Claire has taken a couple of classes on how to make flower arrangements. Lily wants to encourage participation and asked the board for suggestions. It was suggested that Kimberly add some questions to the feedback survey that will go out to members.*

#### Philanthropy – Nancy Nix-Rice

- The Mother's Day Jewelry Shop project is moving forward, with several members planning to bring jewelry donations to the April meeting.
- Kerry's home will host a clean-up, sort, and repair workshop from 5:30 to 8:30 p.m. on Tuesday, April 22nd (open house style).
- Kerry has the expertise and supplies to guide this project.
- There is a sign-up process for attending that no-charge activity.
- The schools asked if we could coordinate the event with one or two grade levels.
- The target date for the event is May 8<sup>th</sup> or May 9<sup>th</sup> before Mother's Day.

#### Mentoring – Erin Keiter

- Mentorship Program has more mentors than mentees, and a reminder to board members to sign up.
- Erin will start with three pairings and add more as the program progresses, which can be a rotation program as more applicants apply.
- The PWA Open House may bring more opportunities for participation.
- The program will take place virtually after work hours.
- The value of the program is its tailored for everyone.
- The program is great for employee member retention.

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

- The board asks if we have the marketing request form.
- The marketing team is promoting the April social event and luncheon on the 9<sup>th</sup>.
- The outreach for the mentorship program is completed.
- The team is brainstorming ideas to promote membership and highlight corporate sponsorships.
- Reminder to like and share social media posts.

Golf Committee – Karen Jung

- 10 golfers signed up for the golf program.
- Need at least 20 golfers by May.
- The program was moved from April to May due to the weather.
- Co-Chair is out on medical leave.

*A discussion occurred about get-well cards, birthdays, and congratulations to PWA members. Ideas were brainstormed for shouting out members, “PWA Props,” – Lily, at luncheons, etc. Positive reinforcement is significant.*

President-Elect – Kimberly Vissak

- No updates currently.

Vice President – Laurie Chappell

- No updates currently.

Other Business:

- No updates currently.

**6:51 p.m. Carol makes a motion to adjourn, and Lily seconds the motion. The motion passes unanimously. Meeting adjourned.**