

Meeting Minutes 06/25/25

Attendees:

Nancy Nix – Rice Julie Hohe Kerry Ghormley Lily Dowling Jennifer Stewart Theresa Hamilton	Carol Hofer Kimberly Vissak Katie Karraker Karen Jung <i>Missing:</i> Kim Killian, Laurie Chappell, Samantha Hubbs, Mary Butkus, Francine Martin, Sarah Broyles, Erin Keiter
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5:40 p.m. Carol makes a motion to begin the meeting, and Kerry seconds the motion. The motion passes unanimously.

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

President – Carol Hofer

- The topic of golf league participation with members versus nonmembers was discussed (see below).
- Carol brainstormed ideas for member retention.
- A corporate campaign and email to members with a code to use for their guests will be sent out.
- The guest code can be changed periodically.

A discussion occurred with the board regarding a previous member who had joined the golf league and decided not to renew their membership. A policy and pricing will need to be decided and voted on going forward for the golf league for both members and non-members. A suggestion was made that the pricing is higher for non-members, but members receive a discount to attend events. It was decided to defer the pricing and vote after reviewing the bylaws as well. If a member brings a guest, the guest gets to join at the member rate. This will encourage the members to bring guests.

A motion was made by Nancy to allow a non-member to remain in the golf league at the member rate. Kimberly seconds the motion. Passed unanimously.

A motion was made by Kerry for members and board members to provide their guests with a code offering the member discount for use at all PWA events. Lilly seconds the motion. Passed unanimously.

Financial – Jennifer Stewart

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

- Profit & Loss:
 - Total net income as of May 31st, 2025, is \$14,048.

- Balance Sheet:
 - Total assets and liabilities as of May 31st, 2025, are \$65,429.23.
- Treasury Report:
 - Profits and losses this year, compared to last year, are doing very well.
 - Committees are doing a great job of keeping costs low and staying within budget.
 - Towards the end of the year, after reviewing cash and following events, the board can decide if a portion of the net profit can be distributed to the foundation.
 - The money market funds are on the balance sheet.
 - The interest gains in the money market account are located in the P&L.
 - At a future date, the board can decide what to do with the interest gains from the money market account.
 - Credit card points are a credit back on the statement and recorded on P&L as rewards.

Membership – Samanthan Hubbs and Mary Butkus

- Mary spoke with Tara at Commerce Bank, and the event will be on October 16th.
- The new presentation with branding will be sent to Tara on August 1st.
- The lunch and learn is virtual, and Happy Hour will be at Peel in Clayton.
- Commerce Bank is working on two promotional materials for the event.
- An ask was made for the PWA to send out invitations to board members to invite them to the Happy Hour.
- Mary will review the presentation, and Samantha will give the live presentation at the lunch and learn.
- PWA swag was requested to hand out at the event.

Programming – Sara Broyles

- The lunch calendar is complete.
- Sara is looking for the programming chair for next year. Two will be needed.
- The next lunch speaker is Rhonda Travers, taking place in September.
- The board will need to reach out to vendors for the Elevate Conference in November.
- The Elevate Conference will be at Forest Hills, with the same outline and time as last year.
- The speaker bios have been received, and Sara is working on the Theme.

Discussion on having the board approve the agenda and speakers for the Elevate Conference. A keynote speaker will be needed. May not need wellness for all topics during the conference, but rather a variety. Discussed how much time will be required for speakers and the format. Brainstorming on what worked last year that can be incorporated into this year's event. The food set-up outside the main room last year worked well.

Social – Lily Dowling and Theresa Hamilton

- Events:
 - Lilly introduced an exciting family announcement.
 - The Sip and Service is confirmed at Assured Partners on Saturday, July 16th from 3 – 5 pm.

- Theresa asked for ideas from the board about who could provide sponsorships for some of the events.
- The participants for the event are encouraged to register online.
- Theresa agrees that the proceeds going toward the foundation are a great idea.

Philanthropy – Nancy Nix-Rice

- Nancy gave an overview of the Non-Profit organization, Dignity Period.
- The project for the event is packaging the pads for the women in poverty areas.
- The packages are getting distributed through the schools and libraries in the area.
- The board is encouraged to join the Dignity Period event.
- Nancy gave kudos to events for coming up with the name “Sip and Serve.”
- The jewelry project at a local school is another opportunity for an event this year.
- Kimberly mentioned a pet adoption event, and Nestle could possibly sponsor an event.
- Adventures of Intrigue was another idea for an event location.

Mentoring – Erin Keiter

- Erin is looking for a law mentor for a mentee.
- Nancy suggested reaching out to a friend named Nicole who would possibly be a mentor.

Marketing – Kim Killian and Katie Karraker

- Katie is working on marketing for the Elevate Conference.
- Cheers to the members and attendees of events for posting on social media.
- Kim will be back very soon within the month.

Golf Committee – Karen Jung

- The attendance in golf has been lower this year versus last year, which means having a less formal golf event.
- The golf event details are being planned currently and in progress.

Discussion on why the golf attendance is lower this year. Many Edward Jones folks joined in previous years, but not this year.

President-Elect – Kimberly Vissak

- The survey questions from committees need to be emailed to Kimberly.
- Kim will create the survey for members and those who did not renew their membership.
- Kim suggested an August open house.

Vice President – Laurie Chappell

- No updates currently.

Other Business:

- Website bids have been posted in the share drive.
- There are three bids to choose from, and the board vote will take place during the next board meeting in July.
 - #1 \$1188
 - #2 \$360 Annual Fee, plus a \$125 one-time migration
 - #3 \$480 Annual Fee, plus a \$60 one-time migration, and will prorate depending on start date.

7:00 p.m. Carol makes a motion to adjourn, and Karry seconds the motion. The motion passes unanimously. Meeting adjourned.