

Meeting Minutes 07/30/25

Attendees:

Nancy Nix – Rice Kerry Ghormley Lily Dowling Jennifer Stewart Theresa Hamilton	Carol Hofer Kimberly Vissak Katie Karraker Karen Jung Francine Martin <i>Missing:</i> Kim Killian, Laurie Chappell, Samantha Hubbs, Mary Butkus, Sarah Broyles, Erin Keiter, Julie Hohe
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5:34 p.m. Carol makes a motion to begin the meeting, and Kerry seconds the motion. The motion passes unanimously.

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

President – Carol Hofer

- The topic of forming a partnership with G.R.I.T. to open more opportunities for women to attend events.

A discussion occurred with the board regarding a partnership with G.R.I.T. and the details of the partnership. Creative ideas were shared. A reciprocity arrangement was discussed with a board member and G.R.I.T. as a value-added benefit. Dual membership was mentioned—also, an idea to offer special pricing for G.R.I.T. members to attend a limited number of PWA events. The membership committee and/or Kimberly will reach out to G.R.I.T. to talk about partnership ideas and bring the ideas back to the board.

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 June 30, 2025, is \$10,650.84.
- Balance Sheet:
 - Total assets and liabilities as of June 30, 2025, are \$65,293.92.
- Treasury Report:
 - Profits and losses this year, compared to last year, are doing very well.
 - The board will need to keep an eye on individual memberships and corporate memberships.
 - Jennifer will reach out to Julie regarding the insurance.

- Board committees need to take a look at the income, and the board can talk about ways to improve going forward.

Membership – Samanthan Hubbs and Mary Butkus

N/A no report provided

Programming – Sara Broyles

- Carol asked about who the keynote speaker at Elevate would be and made a recommendation.

Discussion occurred about the keynote speaker and the marketing aspect. Also, consider giving the keynote speaker a PWA membership. Although it was discussed that the keynote speaker does not have to be a member of PWA. It was decided to first talk with Sara Broyles about communication to keynotes and then reach out to Jennifer Bardot about being a keynote speaker. Also, it was recommended to speak internally with corporate members, current or past, about being keynote speakers. Corporate members are great at drawing the crowd as well.

Social – Lily Dowling and Theresa Hamilton

- Events:
 - The Sip and Serve event went very well, and Lily thanked the board for inviting more attendees.
 - Another Sip and Serve event will be planned in the fall, and Commerce has volunteered its space.
 - Jennifer met with a non-profit, “It’s Your Birthday”, and suggested this as an idea for an event. This will benefit kids who are in shelters.
 - The permanent jewelry added tremendous value to the event, and this vendor donated toward the non-profit.
 - Lilly would like to bring back the wine and chocolate event because it had a great turnout last year.

Discussion occurred about vendors attending the charity events and making a possible donation if they attended. Kerry suggested a member benefit for vendors who can sell their items and offer their services. Also, consider having the vendors donate at an auction for the foundation or donate a portion of the profits. The member and non-member pricing for vendors to attend as a vendor is a \$40 difference, depending on whether it is a half or full table. Event timing was discussed regarding the two social events, sip and serve, and the wine and chocolate event. September and November were the months decided for the two social events.

Philanthropy – Nancy Nix-Rice

- Nancy asked for more board members to attend the philanthropy events.
- It was great to see attendees bringing multiple guests, and I would like to see this continue.
- The school for the jewelry pop-up would like to work with PWA before the Holidays.
- The board will need to look at the fall calendar to ensure that we can do the jewelry pop-up.
- Kerry made a recommendation to promote at the events to collect item donations.

- It was suggested to talk about PWA membership at the events to help gain new members or put together a table so that guests could get an overview of PWA membership.
- A shout-out soon after the event to guest attendees, whether a phone call or a mailer, would be a good idea.

Mentoring – Erin Keiter

N/A, no report provided

Marketing – Kim Killian and Katie Karraker

- Katie is working on marketing all events for the rest of the year, the September luncheon, and Elevate.
- Kim asked about video vignettes to post on social media from past events.
- Katie loves the posts from attendees at the events.

Golf Committee – Karen Jung

- Karen is working on the Golf Tournament contract; the tournament will take place on October 21st.
- The dinner is going to be the same as last year's tournament.
- Seeking sponsors for food and drink.
- The details for the event will be sent to marketing to advertise on social media.
- Karen is seeking goodie bags to give to players as well as raffle items.
- A discussion will occur sometime this year about changing a few rules about the golf tournament.
- Marketing will need to get the details out to corporate members asap.

A discussion occurred about the cost of attending the golf tournament, including the option to play golf or participate in dinner. This will encourage participation, and Karen will need to talk with the golf course as well. Kerry has a meeting on Friday at noon with the foundation and has invited Karen to attend. Jennifer can make someone a user using Square so the funds can go directly to the foundation. Last year, 36 participants attended.

President-Elect – Kimberly Vissak

- Feedback and thoughts shared with committees.

Vice President – Laurie Chappell

- No updates currently.

Other Business:

- Jennifer went over the website bids and Jason's bid, mainly because the board leans on this bid.
- Jason's details are \$480 per year, always invoiced in Dec, paid in January. One-time transfer fee.
- An action needed is to get a list of plugins and switch those over to the PWA name, versus someone doing the web hosting.

Nancy makes a motion to move forward with Jason Kiven for website services, and Kimberly seconds the motion. The motion passes unanimously.

7:13 p.m. Carol makes a motion to adjourn, and Jennifer seconds the motion. The motion passes unanimously. Meeting adjourned.