

## PWI Board Meeting

Thursday, April 2, 2009 at U.S. Bank, Perry Street., 8:15 a.m.

Present: Jackie, Sue, Betsy, Vickie, Karin and Krista

Absent: Tina, Mary and Nancy

The meeting was called to order by Jackie at 8:15 a.m. Board members welcomed Krista Kruger with introductions. Krista will serve as Membership Director. Welcome Krista!

### Secretary's Report:

Karin noted that on February minutes, second page under April events that the booth event and breakfast meeting dates were reversed. Correction to read: Breakfast meeting April 29, and Booth event April 8<sup>th</sup>. Motion to accept February minutes with correction and March minutes made by Sue and seconded by Jackie. Motion carried.

### Treasurer's Report:

Tina reported via email report:

- Total cash balance of \$10,637.61 (ending check book balance of \$5,637.61; operating CD of \$5,000). Total expenses for March were \$849.65.
- Correction to March Luncheon Results sheet. Under revenue collected vendor should be Fried Green Tomatoes/food costs versus Ramada/food costs.

Motion to accept report with correction by Krista with second by Betsy.

### Membership Director Report:

- Number of renewals/non renewals: 2009 – 2010 PWI Dues sheet reviewed. Sue reported that this information will be updated. She and Krista will meet regarding transference of duties and information.
- Member photos/directory: Mark Von Osdol will be at the April 8<sup>th</sup> Booth event to take membership photos. Directory will be updated online. Discussion regarding password and access to Directory by non members. An e-blast will be sent to members after May 1<sup>st</sup> with new password.
- Lanyard: Sue will contact Tina to order 100 lanyards with PWI on them. Motion to add Sue and Jackie's names to PWI signature card at US Bank and procurement of Debit card for expenses or online orders made by Betsy with second by Karin. Motion carried.
- Ideas on increasing membership and attendance at luncheons:  
Continue to list speakers and programs, etc. in newsletter; early bird discount for early renewal of membership; bring a friend at member luncheon fee in May; notice of meetings in Gazette (Nancy).

### Program Director Report:

#### April Booth Event:

- 27 registrations (decrease from '08)
- Expanded publicity – Gazette Ad (nice ☺, 106 Radio Spots)
- Cost \$1,400. Karin reported income from booth spaces will come close to meeting cost. PWI out of pocket cost may be \$100 - \$150. Since even supports mission of PWI Board members concurred that PWI will incur this cost if needed.
- Booth Staffing: Volunteers needed. Betsy, Jackie, Vickie and Sue will person the registration table during hours needed.
- Attendees will be noted on excel sheets and distributed to vendors and used as data base for PWI to solicit new members.
- Flying Horse donated four \$25 gift certificates for event giveaway; Betsy will donate gift basket.
- It was decided that last years Angels will be sold for \$10 each at the Booth Event with proceeds to supplement Booth Event expense.