



MEETING MINUTES

Board of Directors
PO Box 44722, Phoenix, AZ 85064

DATE: January 26, 2024

TIME: 3:00 PM

The meeting was conducted in person at the Virginia G. Piper Charitable Trust Boardroom located at 1202 East Missouri Avenue, Phoenix, AZ, 85014 with options for public participation. Some items may be taken out of order.

MEMBERS PRESENT

JoAnn Holland, President
Carey Chambers, Vice President | Treasurer
Megan Ackaert
Shannon Clancy (arrived 3:45pm)
Lisa Hartsock
Mary Mitchell
Heather Rausch (departed 4:05pm)

ASSOCIATION MANAGEMENT PRESENT

None

MEMBERS ABSENT

Gaby Cardenas
Latasha Causey
Lauren Chazal
Adelaida Severson

GUEST PRESENT

None

1. President's Call to Order and Roll Call

President, JoAnn Holland, called the Board of Directors Meeting to Order at 3:00 p.m.

Carey Chambers conducted roll call on behalf of Secretary, Gaby Cardenas. Quorum was present.

2. Items from Guests Present

No guests present.

3. Approval of Minutes from November 2023 Board Meeting & Annual Members Meeting

President, JoAnn Holland, called for a motion to approve the minutes from the November 2, 2023, meeting.

Heather Rausch motioned to approve the minutes from the November 2, 2023, meeting; seconded by Lisa Hartsock.

President, JoAnn Holland, declared the motion passed unanimously. Abstaining from the vote was new 2024 board member, Megan Ackaert.

President, JoAnn Holland, called for a motion to approve the minutes from the Annual Members meeting on December 8, 2023.

Carey Chambers motioned to approve the minutes from the December 8, 2023, meeting; seconded by Heather Rausch.

President, JoAnn Holland, declared the motion passed unanimously.

4. Treasurer's Report

Vice President | Treasurer, Carey Chambers, presented the year-end 2023 financials. Noted were higher administrative costs and additional services such as the renewal of liability insurance, and website. In addition, shared in the transition of administrative services as the former service proposed a significant fee increase. Discussions are underway with a contractor who supports another IWF Forum with the hopes of beginning services by mid-February and will be confirmed by the end of January.

Vice President | Treasurer, Carey Chambers, prepared and presented an overview of the fiscal year 2024 budget, providing detail on the associated costs for each line item and once approved by the Board will be shared with membership.

Carey Chambers motioned to approve the 2024 budget; Megan Ackaert seconded the motion.

President, JoAnn Holland, declared the motion carried by unanimous vote.

Vice President | Treasurer, Carey Chambers, reported there was a related party expense paid to JC Holland & Co. LLC in December for a nominal amount of \$84.04 for the Holiday Luncheon for the rental of the PA speaker along with the décor and a reimbursement amount of \$4.04.

Vice President | Treasurer, Carey Chambers, reported on the 2024 member renewals as of January 25, 2024, which is trending with the exact same percentages of renewal as of the same time period previous year and roughly 10% of membership are supporting the new Membership Levels of Sponsor, Supporter and Patron.

BOARD QUESTIONS | COMMENTS

The board discussed the budget comparison from 2023 to 2024 and requested an explanation of the cash basis in 2023 and the accrual basis in 2024 be provided to membership when it is sent via email.

The board discussed and reviewed the status of the 2024 membership renewals and the due date for renewals of January 31, 2024.

5. Program Chair's Report

President, JoAnn Holland, reported on behalf of Program Chair, Adelaida Severson, as the committee has met twice, and the calendar of upcoming programs/events is still be created for 2024 with some changes from 2023:

- Quarterly virtual meetings will be held in 2024 instead of monthly like in 2023 with the first one scheduled for Thursday, February 1, from 5pm to 6pm featuring three members: Adelaida Severson, Shelley Gitomer and Debbie Kobe Norris.
- Website is updated to reflect the four quarterly meetings for 2024 as well as the Holiday Luncheon & Annual Members Meeting.
- No Host Happy Hours will return in 2024 with our first one taking place on January 7th with fourteen members in attendance at Season's 52.
- Breakfast Roundtables will return with the first one in April and the location will be the Flinn Foundation featuring Flinn Scholars & IWF AZ members, Lea Marquez Peterson and Adelaida Severson, and moderated by Flinn Foundation President/CEO & IWF AZ member, Tammy McLeod, with a date to be confirmed.
- President's Reception will be held in Fall along with the community "kick-off" announcement of our mentorship program, "Women Opening Doors to Women."
- Pop-up events will be promoted to our membership.

The Program Committee's goal is to create statewide diverse events | programs to encourage member engagement and some may offer sponsorship packages.

BOARD QUESTIONS | COMMENTS

The board discussed pop-up events and briefly brainstorming other types of events.

6. Membership Chairs' Report

Membership Co-Chairs, Mary Mitchell and Heather Rausch, shared insights from 2023 and announced the focus areas will continue this year with continued concentration in membership diversity which includes, under-represented industries, skill sets, talents, ethnicity, age, race, and statewide representation.

Membership Co-Chair, Mary Mitchell, reported Membership Co-Chair, Heather Rausch, and her will be meeting with the Membership Committee to formalize the meeting schedule and to review current membership, recruitment strategy, application process & application with alignment to best practices outlined by IWF Global.

Membership Co-Chair, Mary Mitchell, motioned to approve a once-a-year membership nomination process with the nomination submission date of May 30th; seconded by Heather Rausch.

President, JoAnn Holland, declared the motion carried by unanimous vote.

BOARD QUESTIONS | COMMENTS

The board discussed returning to the former on-boarding practice for new members and welcoming them to IWF Arizona which will be a hosted luncheon with the new members, their sponsor and co-sponsor, membership committee members, and the Board of Directors.

In addition, there was a discussion around clear messaging to membership, so they understand the areas of focus for new members.

7. Communications Chair's Report

Communications Chair, Heather Rausch, reported she met online with IWF Australia & IWF Global Communications Co-Chair, Nikki May, to discuss best practices for IWF Communications plans with assisting our Forum with creating a high performing Communications plan for this year and in addition, creating an extensive statewide media list.

Communications Chair, Heather Rausch, motioned to approve the communications committee will begin the process of diving into LinkedIn as our primary social media focus, including setting up Google alerts, amplifying news of our members, Sister Forums, and Global and following our members social pages and Sister Forum pages; seconded by Lisa Hartsock.

President, JoAnn Holland, declared the motion carried by unanimous vote.

Communications Chair, Heather Rausch, motioned to approve an email to be sent in the coming months to members requesting they sign an IWF AZ Photo Release, allowing IWF AZ to use all photos in media, newsletters, or website; seconded by Carey Chambers.

President, JoAnn Holland, declared the motion carried by unanimous vote.

Communications Chair, Heather Rausch, motioned to approve \$150 for publishing the 2024 Board Announcement in The Knock, a part of Frontdoors Media; seconded by JoAnn Holland

President, JoAnn Holland, declared the motion carried by unanimous vote.

Communications Chair, Heather Rausch, motioned to approve allowing members to utilize our social platforms and the communications committee will have the discretion to create guidelines and best practices for our Forum to follow; seconded by Megan Ackaert.

President, JoAnn Holland, declared the motion carried by unanimous vote.

BOARD QUESTIONS | COMMENTS

The board discussed the 2024 Communications Committee endeavors and alignment with IWF Global.

8. Mentorship Chair's Report

President, JoAnn Holland, reported on behalf of Mentorship Chair, Lauren Chazal, and announced the program has been rebranded to "Women Opening Doors to Women" which is an IWF Global program created by IWF Jordan. JoAnn shared this program allows our members to have the opportunity to assist the mentees by offering a one-time, up to one hour session, via phone, virtual or in-person mentor session with a pre-prepared worksheet completed for the meeting. Program announcement launch will be in the fall 2024 with the first class beginning in the fall 2025.

BOARD QUESTIONS | COMMENTS

The board discussed the rebranding of the program and the alignment with IWF Global.

9. President's Report

JoAnn Holland reported on the following items:

- IWF Arizona will continue to align with IWF Global best practices in 2024.
- New Administrative Services contractor will begin on February 15, 2024, as we ended our agreement with ONAdvertising on December 31, 2023.
- Newsletter will be quarterly and will feature a new format in 2024 highlighting our Sponsor, Supporter, Patron Level Members and Donors, members birthdays will be featured, each committee chair will have an article and 15 members with their photos and 250-word bio will be featured in every issue.
- Each member will receive a Happy Birthday message on the morning of their birthday via email from IWF Arizona via StarChapter.
- Shared the IWF World Leadership Conference Detroit Gala Book featuring the half page ad the Board approved to celebrate Founding Member, Jeanne Herberger, for being awarded the prestigious IWF Women Who Make a Difference Award.

- Potential upcoming visit by Stephanie O’Keefe, IWF Global CEO and/or Carolyn Carter, President of the IWF Global Board to host a reception to encourage members to join Elly’s Ladder.
- Phoenix is on the list to host a future IWF World Leadership Conference.
- Thanked the board for their dedication and participation along with their membership renewal as we have one board member at the Sponsor Level, one member at the Supporter Level and three members at the Patrol Level. In addition, thanked them for their committee leadership & participation and program/event attendance and engagement.
- Consider attending the 50th Anniversary & IWF World Leadership Conference in New York City on May 15 – 17, and the IWF Cornerstone Conference in Hong Kong on November 20 – 22.
- Announced her company is a sponsor of the 50th Anniversary IWF World Leadership Conference in New York City and gave a restricted donation to IWF Arizona so the IWF AZ logo may be placed alongside her company’s logo on all conference promotion and collateral materials.
- Tucson January 16th meeting report was given by Vice President | Treasurer, Carey Chambers.
- Members will be requested to update their member profiles for IWF Global & AZ websites.

10. Old Business

No old business was presented.

11. New Business

No new business was presented.

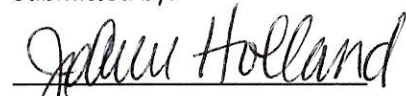
12. Other Business

The next board meeting will be on February 15, 2024, via Zoom.

13. Adjournment

President, JoAnn Holland, adjourned the meeting 4:37 p.m.

Submitted by:



JoAnn Holland, President

On Behalf of Secretary, Gaby Cardenas