



MEETING MINUTES

Board of Directors
PO Box 44722, Phoenix, AZ 85064

DATE: February 20, 2025

TIME: 11:30 AM

***The meeting was conducted on Zoom with options for public participation.
Some items may be taken out of order.***

MEMBERS PRESENT

JoAnn Holland, President
Adelaida Severson, VP | Program Chair (via proxy)
Lisa Hartsock, Secretary
Carey Chambers, Treasurer
Lauren Chazal (11:32 am)
Shannon Clancy (11:33 am)
Allison Duffy
Hershey Khan
Mary Mitchell (11:35 am)
Heather Rausch

ASSOCIATION MANAGEMENT PRESENT

Heather May

MEMBERS ABSENT

Megan Ackaert

GUEST PRESENT

None

1. President's Call to Order and Roll Call

President, JoAnn Holland, called the Board of Directors Meeting to Order at 11:30 AM.

Secretary Lisa Hartsock conducted a roll call. Quorum was present.

2. Items from Guests Present

No guests present.

3. Approval of Minutes from January Board Meeting

President, JoAnn Holland, called for a motion to approve the minutes from January 27, 2025, board meeting.

Treasurer, Carey Chambers, motioned to approve the minutes from the January 27, 2025, board meeting; seconded by Heather Rausch.

President, JoAnn Holland, declared the motion passed unanimously.

4. Treasurer's Report

Treasurer, Carey Chambers, presented the January financials.

Treasurer, Carey Chambers, reported all 1099's were successfully issued last month, ensuring compliance with regulations.

Treasurer, Carey Chambers, shared due to increased income, we are required to file a 990-EZ form for 2024. Our accounting firm will complete and submit this on our behalf at the cost of \$1,050.

Treasurer, Carey Chambers, motioned to approve the \$1,050 expense for our accounting firm to complete and file our 2024 Form 990-EZ; seconded by JoAnn Holland.

Discussion: a question was asked whether the budget would need to be re-forecasted? Carey explained that since revenue is trending ahead the additional expense will be manageable, so the budget does not need to be re-forecasted.

President, JoAnn Holland, declared the motion passed unanimously.

Treasurer, Carey Chambers, reported our membership renewal update. Membership levels of which 12% of membership contributed to is consistent with the previous year. Regarding membership renewals, Carey reported that two members have expressed intent to renew by February 24 (one regular, one distinguished) and no late fees will be charged due to extenuating circumstances. In addition, Carey added that two members have not responded despite multiple contact attempts.

Treasurer, Carey Chambers, motioned to remove the two non-responsive members who have not responded from our membership roster by end of business on February 21, 2025, and if they contact us after that date and would like to return, as per our IWF AZ guidelines they would be required to go through the new member nomination process; seconded by Heather Rausch.

President, JoAnn Holland, declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

President, JoAnn Holland, shared that all five new members from last year renewed at a membership level for 2025. She thanked Carey for proposing the past due/late fee of \$100, noting its implementation has been effective. JoAnn reported that six members did not renew (one dual, two distinguished, three regular), which is the lowest number in five years. She explained the reasons for non-renewal included: no longer having a residence in Arizona, health issues, company no longer pays dues, relocation, and schedule conflicts.

5. Program Chair's Report

President, JoAnn Holland, presented on behalf of Vice President | Program Chair, Adelaida Severson, who is out of the country. JoAnn reported the recent IWF Chicago Golf Retreat Dinner at the Wigwam had five Arizona members and guests in attendance, with 20 golfers from various Forums participating. She noted that a photo will be included in the newsletter under the *Benefits of Membership* section.

Upcoming Events

- March 5-6: Women's History Month celebrations
 - March 5: No-host happy hour in Tucson
 - March 6: No-host happy hour in Phoenix
- March 13: Powering the Future: A Behind the Scenes at Tucson Electric Power
- April 9: Spring Dine Around
- Seeking donated venue for April or June Breakfast Roundtable
 - Topic: Economic outlook for Arizona based on 2024 Q4 member survey

BOARD QUESTIONS | COMMENTS

The board discussed the upcoming programs and events. Member at Large, Mary Mitchell, offered the Virginia G. Piper Trust Learning Hall as a potential future venue.

6. Membership Chairs' Report

Membership Chair, Heather Rausch, reported that the membership committee met on February 13. She reported that the website has been updated with the one-time nomination period deadline date of May 30, 2025 and the website's membership qualifications page is being updated for clarity (information presentation will be improved

and recruiting priorities will be added to the page). Heather announced that the website content will remain unchanged. However, we are rearranging elements of the page to improve content placement and overall user experience. These adjustments will ensure the vital information is easily accessible and prominently displayed.

BOARD QUESTIONS | COMMENTS

President, JoAnn Holland, emphasized that members note that membership is subject to a selective process and is not assured.

7. Communications Chair's Report

Communications Chair, Heather Rausch, reported that the Communications committee met on February 17 and is developing a LinkedIn strategy, brand strategy, and content calendar. She announced the committee is scheduled to reconvene on March 11 to assess progress and discuss next steps. Heather shared the 2025 Board of Directors announcement was featured in *The Knock* on February 13, and the news has been disseminated to local papers, highlighting the names and cities of each board member.

Communication Chair, Heather Rausch, motioned to approve three questions for the first quarter member survey which are:

1. Given our goal of enhancing our International Women's Forum Arizona LinkedIn presence, are you interested in a tutorial on how to create effective LinkedIn posts?
2. We would be honored to have you contribute your valuable experience and insights to our IWF Arizona Leadership Fellows Program, Women Opening Doors to Women. Would you be interested in joining our esteemed list of mentors for a one-time, one-hour session (in-person or virtually)?
3. Would you like to share a comment?

And the motion was seconded by Carey Chambers.

President, JoAnn Holland, declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

Member at Large, Alison Duffy, offered to introduce Communications Chair, Heather Rausch, to a contact at *Tucson Magazine*.

8. Mission Advancement Chair's Report

Mission Advancement Chair, Lauren Chazel, reported the Committee is finalizing the application for the IWF AZ Leadership Fellows program (which will mirror the IWF Global application) along with reviewing the program costs and the fee to be charged. She reported there are ongoing efforts to identify qualified candidates are currently in full swing, and we welcome active participation from the board members.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

9. President's Report

JoAnn Holland reported on the following items:

- Our 2025 membership roster was submitted to Global
- Friendly reminder to board members to update their bios on both the Global and iwfaz.org websites and to include their service as an IWF AZ board member
- Our Forum has exceeded a 2025 KPI for attendance at the upcoming IWF World Leadership conference in Seattle with a goal of eight members; currently we have 12 members registered, which includes six board members
- Thanked our 2024 new members for their outstanding leadership and support as all five returned this year at a membership level as well as their engagement on committees, the board, and serve as mentors for our future fellows
- The iwfaz.org website's homepage has been updated to welcome visiting IWF Sisters
- Two members will be (Kathleen Duffy and herself) participating at the *Phoenix Business Journal's* Mentoring Monday on February 24
- Expressed gratitude to the board for their volunteerism, service, engagement, acknowledging these contributions as key to the organization's continued success.

10. Old Business

No old business was presented.

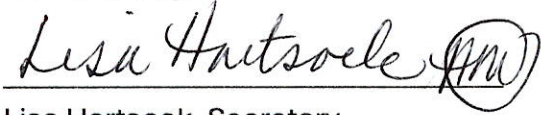
11. New Business

The next board meeting will be on March 19, 2025, via Zoom.

12. Adjournment

President, JoAnn Holland, adjourned the meeting at 12:06 PM.

Submitted by:

A handwritten signature in cursive script that reads "Lisa Hartsock" followed by a circular monogram containing the initials "JH".

Lisa Hartsock, Secretary

Prepared by Heather May, Association Manager