



MEETING MINUTES
Board of Directors
PO Box 44722, Phoenix, AZ 85064

DATE: October 16, 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
Lisa Hartsock, Secretary
Carey Chambers, Treasurer
Megan Ackaert (via proxy)
Lauren Chazal (11:34 AM; departed 12:40 PM)
Shannon Clancy (11:48 AM)
Allison Duffy
Mary Mitchell (11:32 AM)
Heather Rausch

ASSOCIATION MANAGEMENT PRESENT

Heather May

MEMBERS ABSENT

Hershey Khan

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 September Board Meeting

President JoAnn Holland called for a motion to approve the minutes from the September 18, 2025 board meeting.

Heather Rausch motioned to approve the minutes from the September 18, 2025 board meeting; seconded by Carey Chambers.

President JoAnn Holland declared the motion passed unanimously.

4. Treasurer's Report

Treasurer, Carey Chambers, presented the September 2025 financial reports and year-to-date financial reports.

Carey reported the revenue for September primarily came from Dine Arounds, behind-the-scenes event, and interest income. Expenses included administrative support, bookkeeping, and additional items including a new banner and name tags.

Carey stated the organization was on track to end the year with a balanced budget.

The board discussed the 2026 membership dues fee schedule and after their discussion:

Treasurer, Carey Chambers, motioned to approve 2026 membership category dues. Regular members would see an increase of \$100. Sustaining members, Distinguished members, and Dual members would see an increase of \$50. The transfer fee would increase by \$25. Membership levels would remain at the same schedule: Sponsor at \$2,500, Supporter at \$1,500, and Patron at \$1,000 and includes regular membership. Additionally, a \$100 late fee will apply for any dues paid after February 5, 2026; seconded by Mary Mitchell.

After the board discussion, President, JoAnn Holland, called for the vote pending no further discussion.

President, JoAnn Holland, declared the motion passed unanimously.

BOARD QUESTIONS | COMMENTS

The board engaged in a thorough discussion on the reasoning behind the proposed increase in membership dues. Members noted that prior to the last increase, IWF AZ had maintained dues at a steady level for a decade, necessitating an adjustment to sustain the organization financially. Throughout this period, IWF AZ has demonstrated responsible fiscal management and achieved a balanced budget.

To effectively communicate the value of this proposed change, the board emphasized the importance of transparently sharing the rationale behind the decision and showcasing the benefits that members receive as part of their involvement with IWF AZ. The conversation also acknowledged potential concerns regarding affordability and member retention while recognizing that the organization primarily consists of successful women who can reasonably accommodate the increase.

As part of our commitment to responsible financial stewardship, IWF AZ has implemented cost-saving strategies, including streamlining administrative and communications expenses and successfully securing external funding through grant applications for the first time in our history, resulting in two grants awarded this year.

Although comparisons with other organizations proved challenging due to variations in structures and services, the board recognized that IWF Arizona's membership dues were comparatively lower than those of similarly sized and tenured Forums.

During the discussion, the board considered the unique needs of various membership categories, such as Distinguished and Sustaining members, acknowledging the valuable mentorship and wisdom they bring to the organization.

Ultimately, the board stressed the importance of clearly articulating the membership benefits and highlighting our strong financial position, supported by significant sponsorship (membership levels) contributions to the overall budget. Several Board members also advocated for a single, larger increase over incremental annual adjustments to minimize potential member attrition.

With these considerations in mind, the proposed dues increase aims to maintain IWF Arizona's long-term financial health while maximizing value for our members and ensuring the continued success of our esteemed organization.

The board acknowledged that actual membership levels (Sponsor, Supporter, and Patron) have surpassed initial projections, resulting in increased revenue compared to the previous year. This positive development can be credited to a surge in memberships at the Sponsorship, Supporter, and Patron levels. Additionally, it was noted that the 15 members within these membership levels contribute \$29,000, effectively covering over 50 regular memberships. This substantial support plays a pivotal role in sustaining the organization's financial well-being.

5. Program Chair's Report

Program Chair, Adelaida Severson, reported on recent and upcoming programs:

Recent Program:

- Behind the Scenes at the Phoenix Zoo

President, JoAnn Holland, thanked Adelaida for coordinating an exceptional Behind the Scenes event that earned overwhelmingly positive feedback from all attendees. Notably, the thoughtful gesture of providing goody bags for children added an extra touch. The overall experience was thoroughly enjoyed by everyone.

Upcoming Programs:

- December 4 – Conversations Unplugged with IWF Massachusetts member, Cady Coleman as the featured guest
- December 12 – Holiday Luncheon & Annual Members Meeting

BOARD QUESTIONS | COMMENTS

The board discussed service project options with the aim of enhancing accessibility for members and guests in both in Phoenix and Tucson. The proposed plan organizes events at both locations, with one taking place in the morning and the other in the afternoon on the same date.

The board reached a consensus on prioritizing service projects that encourage teamwork among members and guests, as opposed to individual activities such as reading to classrooms. This approach has proven successful in the past. In addition, the board considered the possibility of conducting the service project immediately after the holiday luncheon. This approach would provide members with a seamless opportunity to engage in community service and fostering camaraderie while conveniently aligning with the existing event schedule.

The board had a proactive discussion concerning the venue space for the upcoming holiday luncheon. The discussion centered on evaluating potential areas of enhancement, drawing upon insights from the previous year's event. The board recognizes the importance of clear communication in addressing these matters and is committed to implementing necessary improvements to ensure an exceptional experience for all attendees.

6. Membership Chair's Report

Membership Chair, Heather Rausch, requested board feedback on particular reasons why members value their membership and what they appreciate most about the Forum. Heather asked board members to send this information via email so it may be considered for future communications.

Heather discussed conducting surveys to gather information about member preferences and participation levels. The board talked about survey questions to better understand how to communicate membership benefits and what members expect.

BOARD QUESTIONS | COMMENTS

The board discussed ways to better utilize the hashtag #memberbenefits on social media. The Communications Committee at their next meeting will discuss and begin to develop a strategy for maximizing the hashtag's effectiveness in communications. The board encouraged members to continue sharing on LinkedIn and commenting on posts to amplify messaging.

The board discussed developing survey questions for the fourth quarter to gather member feedback. Board members were asked to continue thinking about questions for the next meeting in November, when the Board would decide on 4-5 survey questions to include.

Proposed Survey Considerations:

- Reasons why you value your IWF Arizona membership
- Service project options along with preferred day of the week and time of day
- Hosting programs at your home, workplace, country club, private club, etc.
- Additional networking opportunities
- Increase Social Media/LinkedIn engagement

7. Communications Chair's Report

Communications Chair, Heather Rausch, reported that the third quarter newsletter was sent out and received positive feedback.

The board highlighted the value of sharing images from recent events, such as exclusive behind-the-scenes tours and diner gatherings, on social media platforms, inviting members to actively engage with these posts through sharing and commenting. To further facilitate interaction and personal connections, board members encouraged the tagging of individuals in photos and the continued sharing of content on LinkedIn.

Heather Rausch emphasized that when Arizona's content is featured on the IWF Global page, it often receives additional exposure through reposting by IWF Global. This cross-promotion helps to bolster the Forum's messaging.

BOARD QUESTIONS | COMMENTS

President, JoAnn Holland, requested the committee add implementation strategies for the #memberbenefits hashtag campaign discussed at last month's board meeting to their next meeting agenda.

8. Mission Advancement Chair's Report

Mission Advancement Chair, Lauren Chazal, reported that there was no update at this time.

BOARD QUESTIONS | COMMENTS

The board did not have any questions or discussion.

9. President's Report

President JoAnn Holland reported on the following items:

- Five IWF Arizona members are planning to attend the IWF Cornerstone Conference in Cape Town, South Africa: Barbara Barrett, Shelley Gitomer, JoAnn Holland (herself), Lori Iglesias, and Adelaida Severson.
- IWF Global requested Forum support to assist with their efforts for Elly's Ladder goal of 450 members by the end of the year. Currently, there are 408 Elly's Ladder members globally. IWF Arizona has 9 Elly's Ladder members which represents 2% of IWF Elly's Ladder participation.
- Celebrating Service: a meeting invitation will be sent to each individual board member in appreciation of their 2025 board service.

10. Old Business

No old business was presented.

11. New Business

The next board meeting will be on November 20, 2025, via Zoom.

12. Adjournment

President JoAnn Holland adjourned the meeting at 1:03 PM.

Submitted by:

A handwritten signature in cursive script that reads "Lisa Hartsock" followed by a circled set of initials "LH".

Lisa Hartsock, Secretary

Prepared by Heather May, Association Manager