



**Board Meeting Minutes**  
**9:30 AM - 11:00 AM**  
**Tuesday, December 13, 2016 Virginia Historical Society**  
**There will not be a conference call in option for the December Board Meeting**

Local Vision: The Richmond and Southeast VA Chapter of NAWBO supports women entrepreneurs in all stages of their business life.

Mission Statement: NAWBO is an organization which works to:

- ❖ Strengthen the wealth creating capacity of our members and promote economic development
- ❖ Create innovative and effective changes in the business culture
- ❖ Build strategic alliances, coalitions, and affiliations
- ❖ Transform public policy and influence opinion

**Attendance:** Caryn Foster Durham, Tracy Lewis, Deanna Hathaway, Deana Oseguera, Susan Campbell, Carolyn Hawthorne, Janine Randazzo, Lee Brazzell, Lauren Cox Sweeney, Sarah Williams, Katie Schexnayder, Kimberly Letteer

**Absent:** Michelle Fowler Pam Gavin, Zee Worstzell, Carla Bailey, Danielle Gilbert, Kathy Dolan, Danielle Gilbert, Amye Brunette, Gwen Hurt

1. Call to Order

Meeting called to order at 9:35 by Caryn Foster Durham

Approval of Minutes November Board Meeting Minutes motion to approve Susan Campbell, Deana Oseguera all approved.

Foundation BOD Meeting Minutes motion to approve Susan Campbell, Katie Schexnayder all approved.

2. Review Scorecard

November Event 65 registered which included the panelists that did not pay. The event profitable by \$965, but did not exceed goals. Largest concern why we fell short, with low attendance and fantastic panel discussions. We made a little money, but was hoping to net at least \$4,000. Why was attendance so low? Day after election, bad weather, many variables. Did we market the event early enough and in the right places? Lauren discussed marketing on event, personal invites to press to attend in addition to the media release. Marketing efforts are on Facebook. Kimberly said she invited a bunch of people, but they did not want to pay \$40 to attend. Cost to attend a Nawbo event is super cheap. Women's conference, we needed to do it, but do we need to continue. If our membership is not interested then we shouldn't continue with this type of event.

Lauren said the Marketing Committee has put together a survey. It will go out after this meeting. Lauren will report on survey in January.



Deana wanted to know if NAWBO has a LinkedIn account, we do have one but are locked out. Lauren and her team will work on getting that up and running.

Fundraising Goal: Goal: \$84,725 is strictly what we need to raise in sponsorship. We are currently at \$54,425, \$30,000 shortfall.

Sponsorship:

Add

Ticket Sales:

Silent Auction:

Carolyn has asked that the board commit to getting 2 sponsors each. Tracy has several spreadsheets and will send to the board. She asked that each person add a personal invitation to potential sponsors. Deep discounts were given to sponsors from last year, which will not be offered last year.

Sarah asked Tracy to follow up with Chrysler/Fiat. Robin asked if the foundation member to reach out to First Tennessee and Altria about their payment. Sarah has been talking to Heidi at Chrysler about potential sponsorship. There is a women owned dealership in Fredericksburg, we need some strategies around that one to make it happen, Heidi is new and wants to help women business owners. Tracy will follow up with Heidi. WE need to know who has an in and go that route with potential sponsors. Tracy suggest realty companies. CoStar is a new company moving into town and would be a good company to get involved with Nawbo. Caryn suggested having a call to discuss the sponsor strategy moving forward. Sarah would like to know what National sponsors do for Nawbo on the chapter level.

**Action Items:** Look at National Sponsors, Tracy to look at new sponsors prospects

Personal Ask of 2 sponsors per board member.

Caryn to send National a note about National Sponsors then Sarah to let Robin know when to set up a call.

### **3. Committee Reports**

WE : Carolyn had a marketing meeting with Beth Bettley on December 1. She has agreed to be the marketing chair for WE. Beth has lots of media contacts that she will reach out to publicize the event. Personal more friendly touches on email invites. Tracy suggested targeting the attendees from last year to attend again this year by personally inviting them and we are changing the format and we have a new award. Carolyn suggested sending a save the date postcard. Caryn asked if they have a timeline, Carolyn said no, this was just information they discussed at their first meeting.

Caryn will help with the pitch to CBS 6

Tracy asked how many nominations have come through. 20 to date. Another eblast will go out today. Caryn said marketing needs to happen asap and will get with Carolyn to let media know that nominations are open and will close on the 15th.



Carolyn asked if we need to extend the date for Nominations. Carolyn will make the decision on extension and when applications need to be in.

Robin to send Tracy list of past WE winners.

Membership: Kimberly reported a draft to personalize contact invitation and asked the board to send out emails. Kimberly suggested doing a program for new business owners to get newer businesses in the door. Caryn said Programs are set for this year, but we can certainly look at one for next year. Deana mentioned that we need to look at the member social for May and that may be a good time to add something to the program. Caryn said we need to incentivize our members to maybe have a drawing for every guest you bring you put your name in a hat and if you are drawn you get to have open mic to talk about your company. Kimberly will go to sponsors for prize donations. Kimberly asked if we had a Microsoft contact, Caryn to connect Kimberly with Microsoft contact. She would like to offer a First Time attendee price at the member level. Also, think about a student discount.

Sarah suggested partnering with VCU and UR on particular meetings to attract more students.

Once we know the bills, add to them to the website.

Programs: Deana Since we made the switch to January day on the hill, she wanted to know if February 14th was okay to keep since it is Valentine's Day. Options for February event: Wegman's \$5.00 per person plus \$200 in catering. Papa Chino's cost \$250 room rentals. Third option is Ball Office Products, free venue, plenty of parking. Deana prefers Ball since she is a member. Caryn concerned about set up of room since it is a peer to peer mentoring. Everyone comes with one time management challenge and one success. Round robin, with structured conversation.

#### **February 14: Ball Office Products**

Sarah Williams set a Motion to increase monthly allowance to \$5000 per month from Foundation to Chapter. Caryn, Carolyn seconded, all approved

4. New Business
5. Adjourned at 10:55 AM

#### **Upcoming Dates**

- Next BOD Meeting January 12, 2017 at 9:00 AM Robins Foundation
- Next NAWBO Event January 11, 2017 Nawbo's Day on the Hill