



**Board & Foundation Meeting Minutes**  
**Wednesday, February 22**  
**9:00 AM - 10:30 AM**  
**Hilton Short Pump**  
**Perfect Season Restaurant Private Dining Room**

**Attended: Caryn Foster Durham, Beth Bettley, Deanna Hathaway, Tracy Lewis, Carolyn Hawthorne, Katie Schexnayder, Michelle Fowler, Pam Gavin, Lauren Sweeney**

**Absent: Sarah Williams, Susan Morris, Kimberly Letteer, Zee Worstell, Janine Randazzo, Gwen Hurt, Lee Brazzell, Meredith Stuphin**

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

1. Call to Order: Meeting called to order at 9:08 AM
2. Approval of Minutes: Approve Minutes by email
3. Review Scorecard: Caryn reviewed Scorecard. February event financials exceeded goal. Attendance was a little below anticipated goal. Feedback was good, but feels surveys need to be handed out at the event instead of electronically.

**Action Step: Manual survey roll out in April.**

4. Committee Reports:
  - A. Membership: Caryn reviewed national roll out of Membership Drive. Annual goal of 100 members, we are currently at 77 members. National is rolling out a new Student Membership. Carolyn suggested adding a Membership Table to WE and to the Governor's Conference. Caryn will send a note to Kathy Nolan to see if NAWBO can have a table.



**Action Step: Robin to see if National will send us more membership info and flyers.**

B. Caryn reported YTD programs have generated \$3600.

C. Programs: Caryn reported programs are set for remainder of the year. We would like to have WE winners speak at the Annual Dinner as a panel discussion. Deana suggested moving the April event to Classic Party Rentals West End location instead of their Chester location. Robin and Deana looking at venue on March 1 for a final decision. Venue in West End caps at 50 guests. Caryn working BoA on Membership event to sponsor the event, more details to come.

D. Deanna Hathaway reported that by-laws need to be in compliance by June 1. She is working on this and will have it completed by due date. Everything looks to be on track to operate as we are currently operating. E. Marketing reported the survey was taken by 22 people. The big thing we heard was that nailing down event dates and promoting them. People like events to be at the same time, feedback from February event was great, even though it was in the morning. Pam reported she heard program changes have been positive. Caryn thanked Lauren and Meredith for working on the survey.

**Action Step: Caryn asked Robin to include survey results to BOD page on the website. Lauren to send survey results to Robin**

F. Caryn reported Public Policy meeting has been cancelled due to lack of registrations. Nathalia is doing a great job and we recognize all of her efforts.

5. Foundation Reports: Carolyn set a motion to approve January Minutes, Tracy 1st, Katie 2nd all approved. Carolyn reviewed financials \$30,000 shortfall. Carolyn asked Beth to contact her car dealership to see if they would be interested in sponsoring WE. A. Marketing: Beth Bettley reported a social media and email schedule. Beth's office is researching the finalists. EVB is covering the cost of the program. Will go out with EOY, STEM, Rising Star, Community Leader then Students. VIP Reception: Sponsors, Finalists +1, Chapter and Foundation Board. Beth is working on Media/TV spots, posters and Table number signs.

**Action Step: Robin to send invitation to VIP Reception on 3/28/2017**



6. B. Sponsorship: Tracy reported we are short on funds, we need to have all hands on deck raising funds. Katie to reach out to non finalists to let them know they were not selected. Carolyn said the committee will review event finances and try to reduce some of the event costs. We reviewed order of events: Sponsor announces finalists, Power point of each finalist. Winner is announced, Video of Winner. Sponsor Photo Op for Finalist, Sponsor Photo op Finalist. Beth said EVB will give finalists a gift bag and will work on a certificate for each finalist. Katie has ordered a trophy for winners.
7. Adjourn: meeting adjourned at 10:35 AM

**Upcoming Dates:**

Board Meeting: March 9, 9:00 AM - 10:30 AM Conference Call

Foundation Board Meeting: March 7, 9:00 AM - 10:30 AM Jan Pro

**Events**

Public Policy Committee Meeting, February 23, 2017, Williams Mullen

NAWBO 2017-18 Programs Committee Meeting, March 3, 2017, PrideStaff

Women of Excellence, March 23, Hilton Short Pump

There is not a call in option for this meeting.