

EWI Roanoke Executive Board Meeting Minutes

May 14, 2008

The May Board of Directors meeting was held at The Hotel Roanoke and called to order at 4:20 p.m. by Leslie Coty, President.

Other Members attending: Becky Beard, Linda Mack, Ashley Austin, Angie Baughman, Amanda Schaal, Libby Camper, Tonya Harper, Wanda Hatchett, and Jo Lynn Seifert.

OLD BUSINESS, Membership Drive: (Leslie Coty for Anna Karbassiyoon)

Membership Drive report:

Since October, one new member has joined for a current total of 18 members; 24 being the minimum membership requirement. Given the large number of guests, there was discussion speculating possible reasons for slump in new members. Possible reasons: 1) lack of company funds in tough economic times; 2) full annual fee and no mid-year break; 3) failure to follow through with guests (Leslie has called and/or emailed every guest); 4) Wednesday evening conflicts with school/sports activities.

Suggestions: 1) Leslie will ask the EWI advisor about pro-rating; 2) Best opportunity for picking up the most new members is during the end of year 2/3 months free membership drive; 3) Mentoring one on one and assigning new members to seasoned members would build up and retain members. Libby and Wanda will spearhead this.

The LCAM DVD is a fabulous recruiting tool and is available for \$20. It was proposed it be purchased and the motion was made and seconded. Leslie will order it.

The board approved new member Karen Bertrand who will be installed at the June meeting

Wanda is accepting company promo items for making 6 new member gift bags.

NEW BUSINESS:

EWI letterhead is outdated and Sergeant of Arms, (Linda Mack), will update it.

TREASURER'S REPORT: (Tonya Harper)

Tonya distributed April's monthly financial report which reflected a total balance of \$20,291.37 of the General Fund and Investment accounts combined.

PUBLICATIONS: (Ashley Austin)

More submissions and interesting ideas are needed for PULSE. It's sent to corporate for review and all agreed to be thinking of new ideas to help make it more exciting. Wanda suggested including pictures of the Reading Rally finale for May and all agreed. Leslie requested that PULSE be uploaded to the website and recommended that monthly guests be listed. Jo Lynn's classification needs to be added to the website. Leslie requested that board members submit articles for the PULSE.

DIRECTOR-at-LARGE, Scholarship: (Amanda Schaal)

The judging committee met and one applicant was disqualified as they were out of state. There was divided response on the third applicant. After board discussion, it was determined that the committee voted to award the scholarship to Jennifer Courtney at June's meeting. Gretchen and Betsy will be invited.

Judging Committee: Members Amanda, Libby, Wanda and non-members Gretchen Weinnig of FNB, Betsy Walker of Blue Ridge Behavioral Health.

PROGRAMS/ SPEAKERS 2008: (Corrie Bowers absent, no report)

June's Program will be Aaron Ewert of Valley Forward and it was suggested someone from the police department to give a free presentation on rape prevention.

SERGEANT-AT-ARMS: (Linda Mack)

Elvis is back (bar server) after Leslie went through challenging negotiations with the hotel and a fee of \$50 monthly was finally agreed upon. (\$30 Elvis/ \$20 Cashier) Linda Mack reported getting a lot of late guest reservations past Friday noon's deadline. Most of the time she's able to balance it out with a guaranteed number using a 5% overage formula. We need to do a better job getting guest fees in early. Overall, Tonya reported it's been a good year with no outstanding guest fees payments.

WAYS and MEANS: (Libby Camper)

May 2nd's First Friday event was a huge success with 3,000-4,000 attendance and \$40,000 was collected.

Ukrop's Gold Card program: Loyal shoppers get points for every \$100 spent between January and May. These are tallied into points and the postcards were mailed in May. Ukrops approved non-profits gather these postcards and turn them in to Libby; they all have to be in the collection envelope and the deadline to return them to Ukrops is June 14th. Ukrops distributes \$400,000!

READING RALLY, Hurt Park Elementary: (Becky Beard)

May 9th finale celebrations went great. There was good attendance and overall the whole experience was a pleasure from beginning to end. Corporate will need a redcap for national review and she will be submitting a report on expenses.

GENERAL DISCUSSION:

EWI's Membership Drive ends May 31st. Every member will receive a \$10 EWI website store gift certificate for each new member they bring in.

Wanda passed out a roster to be updated as well as at the general meeting to get all members' home and work addresses.

The meeting was a wrap with Leslie encouraging all to sign up for the free May 22nd Tel Seminar which she notified everyone per email.

The meeting adjourned at 5:25 pm.

Respectfully submitted,

Jo Lynn Seifert, Secretary