

SCWLA Board Meeting Minutes
September 28, 2017

Members present: Sheila Bias, Emily Boatwright, Molly Cherry, Amie Clifford, Ashley Cuttino, Kelly Jolley, Lynsey Kmetz, Kristen Nichols, Nancy Olah, Sima Patel, Laura Paton, Mary Beth Pfister, Elizabeth Zeck

Members absent, excused: Tara Shurling, Ayesha Washington, Karen Huelson, Bhumi Patel, Marguerite Willis, Amanda Williams

Members absent, unexcused: Stephanie Burton, Lisa Claxton, Ariail Kirk, Sarah Leverette

Also attending: Mary LaFave, Mikki Lindler

I. Call to Order

President Molly Cherry called the meeting to order at 4:35 pm.

II. Approval of Minutes and Treasurer's Report

Minutes from the September 8, 2017 meeting were approved. A financial report was circulated in advance of the meeting, about which there was no discussion.

III. Committee/Region Updates

The **long range planning committee** circulated the Strategic Plan for review and approval at the next board meeting.

The **nominating committee** reported the slate of proposed officers for 2018: Sheila Bias, President; Amie Clifford, President-Elect; Mary Beth Pfister, Treasurer; Ayesha Washington, Secretary. The committee also reported it is using a grid to identify qualifications desired of new board members and will be soliciting nominations from the membership October 1-15.

The **conference committee** reported the short fashion show on the conference agenda will be replaced with fashion advice from 2 experts instead. Lynsey Kmetz thanked Amie Clifford for all of her help in making sure the conference details were taken care of and that it goes smoothly. Mikki said she is keeping a list of enthusiastic sponsors who we can solicit for general sponsorship in 2018.

Hannah Gallagher submitted a written report for the Low Country, as did Karen Huelson for the Midlands.

IV. Transition Items

Mary Beth and Molly discussed the deadlines relating to the transition of board members, officers, committee chairs, and regional representatives for the coming year. Sheila is identifying committee chairs. Molly has asked outgoing chairs, officers and representatives to prepare a year-end report with any pertinent information needed for planning the coming year, including a summary of the amount spent in 2017, and to submit that report by October 15th. This information will be provided to incoming chairs, officers and representatives for their planning as well as being made available to the board. Amie said she will provide to each incoming chair and representative the amount of funds that were budgeted to them for 2017 as a point of reference. Incoming chairs and representatives will be asked to provide budget requests for 2018 by October 31. The executive committee will use this information to prepare a budget by year end.

V. Old and New Business

For communications in 2018, Lynsey suggested the monthly e-blast content also be parceled out and the segments shared on social media to maximize exposure for the content and to reach those who do not open the email.

Laura Paton reported the public interest committee has shared information from the most recent legislative session to be shared on the website.

Nancy Olah suggested we look into ways to get more members to complete and update their profiles on the website.

Liz Zeck asked if we follow up with inactive members. Mary LaFave reported that her committee had sent over 700 emails to inactive members to determine whether they had intentionally or inadvertently let their memberships lapse and if we had current email addresses. Some lapsed members said they would renew their memberships, a few said they would not, and many of the email were not correct so those will be removed from our list.

Sheila Bias said the 25th Anniversary Conference will be in October at the Westin in Hilton Head.

VI. Adjournment

The meeting adjourned at 5:20 pm. The next Board meeting is November 10, 2017 at noon.