



Board Meeting Minutes

April 22, 2015

Board Members in Attendance:

Karen Potts, Wendy Johnson, Jane Wayland, Rosalind Mouser, Sarah Beth Estes, Lee Lee Doyle, Liz Story, Ann Owen, Tjuana Byrd, Cindy Thornton, Tiffany Rogers (phone), Kim Randle (phone), Katherine Prewitt (phone)

Karen Potts called the meeting to order.

A motion was made by Jane Wayland to approve the March 2015 board meeting minutes. The motion was seconded by Lee Lee Doyle to approve. Ann Owen pointed out that the Development Committee discussion had not been included in the minutes. Jane Wayland withdrew the motion to approve and made a motion to approve the minutes as amended. The motion was seconded by Lee Lee Doyle to approve. Motion carried.

Treasurer's Report, Liz Story, Treasurer, reported

- There was not an official report; however, Liz Story stated that there was money in the bank.
- Lynnette Watts added that the auditors have gathered all of the information they need to begin writing the audit.

Ad hoc Committee Report: Katherine Prewitt reported

- The board of directors held a retreat in February 2015.
- The board of directors approved revised mission and vision statements as well as four goals at the March 2015 meeting.
- Katherine presented the strategies for discussion.
 - Goal One: Increase girls' high school graduation rate by 2% yearly.
 - Strategies: Address childcare services for teen moms, address teen pregnancy through prevention, promote mentoring of STEM among women and girls.

- Goal Two: Close the income gap between men and women by narrowing the gap by 2 cents per year on the dollar).
- Strategies: Promote women's engagement in leadership (elected offices, corporate and government boards and commissions), promote awareness of inequalities, educate influencers in government, corporate, and civil society, and promote skills building for women in the workforce.

- Goal Three: Expand financial resources for women by 20% yearly.
- Strategies: Encourage women to give, partner with women owned business to raise funding, develop specific campaigns to raise money around specific projects (endowment, etc)

- Goal Four: Expand the base of supporters of WFA by 20% yearly to promote philanthropy.
- Strategies: Promote giving circles and peer fundraising, promote women's engagement in nonprofit (volunteer), expand the constituency

- Ann Owen asked whether the ad hoc committee addressed the issue of staffing. They had not.
- Lee Lee Doyle suggested that the board prioritize the strategies. Cindy Thornton stated that perhaps it would be more productive if the subcommittees met and prioritized the strategies.
- Karen urged every subcommittee chair to convene prior to the May meeting to discuss each strategy.
- Lynnette suggested that the subcommittees look at the strategies holistically because they are interconnected. She also suggested that the subcommittees report at the May meeting with recommendations on what each committee could do toward addressing the strategies.
- Cindy Thornton stated that WFA could not and should not attempt to complete all of the strategies. She suggested that WFA hone its message and its focus.
- Sarah Beth Estes stated that WFA should find one thing that it could do within a year and promote among its donors and supporters.
- Cindy Thornton added that whatever the Foundation chose, it should be measurable and reportable. The strategies for the goal of increasing the graduation rate by 2% statewide cannot be realistically accomplished.
- Katherine Prewitt suggested that the subcommittees develop plans around the plan and report back to the board.
- Jane Wayland stated that it would be frustrating for committees to develop plans that may be rejected by the full board.
- Lynnette suggested that she give the Executive Director's Report.

Executive Director's Report: Lynnette Watts reported

- Lynnette shared with the board how WFA's activities are currently addressing the strategies presented at the meeting.
- She shared with the board her participation with the Teen Pregnancy Prevention Action Group and explained the legislation that passed in the General Assembly. WFA is responsible for developing an action plan to address the prevention of unplanned pregnancy.
- Lynnette has been in talks with Cottey College about its leadership program.
- WFA's STEM grants address the strategy of "promote mentoring of STEM among women and girls."
- Women's funds have been established in Hot Springs, Northwest Arkansas, and Northeast Arkansas. WFA will receive 10% of these funds for grants administration.
- The common theme that runs throughout WFA's activities is being a convener and partner with other organizations. These partnerships allow WFA to address all of the goals.

Ad hoc Committee Discussion Continued

- Jane Wayland suggested that the board reword the goals so they are more attainable and measurable.
- Tjuana Byrd suggested that WFA have general goals and develop strategies over the next five years.
- Katherine Prewitt stated that it sounded as if the board was back-peddling on what had already been agreed to and voted on.
- Lee Lee Doyle pointed out that the board had still not moved forward on the strategies and accepted that although the goals are not measurable the board can develop strategies to try to address them.
- Ann Owen stated that the board should pick one or two goals and that branding is where WFA is lacking. People know the components of what we do – Girls of Promise, Power of the Purse, etc. – but we need to have a singular branding focus.
- Wendy Johnson suggested that focusing on high school teen pregnancy may be too narrow. She added that WFA should stay with women on their journey and if they've made it to college, they should be recognized and helped.
- A board member suggested that Goal One be changed to "Increase post secondary education completion rate and make it WFA's primary goal with Goal Two becoming WFA's secondary focus and that Goals Three and Four must be accomplished before Goals One and Two can be carried out.

A motion was made by Cindy Thornton to amend the language of Goal One. The motion was seconded by Sarah Beth Estes to approve. Motion carried

Development Committee Report: Ann Owen, Committee Chair, reported

- WFA has received \$970 from five of the eight restaurants that participated in the Engender the Future dining event. Red Mango, Dempsey Bakery and River City Coffee have not submitted their donation as of the meeting.

- The March appeal letter has raised \$7,575 to date.
- WFA received a grant for \$1,500 to be used toward a new computer.
- The Development Committee will meet the first week in May.

A motion was made by Jane Wayland to adjourn the meeting. Tjuana Byrd seconded to approve.
Motion carried.

Next meeting will be on May 27, 2015.

Notes taken by Lorrie Barr, Women's Foundation of Arkansas.