



Nashville Catholic Business Women's League
P.O. Box 50994 | Nashville, TN 37205

Minutes of the Board Meeting
Friday, August 4, 2023
Coco's Italian Market Patio, Nashville, TN.

Welcome and Call to Order:

At 10:00 a.m., President Claudia Weber welcomed all to the second meeting of the current Board and started the group's Hail Mary prayer.

Attendance: A quorum was present for this meeting.

Present:

Claudia Weber	President
Mary Rolando	Programs Director
Trish Cronin	Secretary
Karoline Mahoney	Treasurer (via Zoom)
Patricia M. Smith	Communications Officer
Ellen Wade	Membership Chair
Connie Allison	Parliamentarian
Tricia Casa Santa	Hospitality Chair
Courtney Conklin	Special Events Co-Chair
Lauren Barca	Special Events Co-Chair

Absent:

Sandra MacSweeney	President Elect (sent regrets)
Ellen Wade	Membership Chair (sent regrets)
Jennie Guinn	Spiritual Life Chair (sent regrets)
Kelley Colopietro	Social Media Chair
Carol Ann Fernandez	Social Action Chair (excused)

Old Business:

- **5/4/23 Board meeting minutes** – Minutes from prior Board meeting had been posted to the member portal and were not explicitly reviewed during the current meeting.
- **Cute & Comfy Shoes & Apparel 7/30/23 fundraiser** – Despite attractive discounting with tax-free weekend timing and substantial advance promotion, turn-out was light for this Sunday afternoon event. NCBWL will receive 20 percent of realized sales for Pearls of Wisdom (PoW), thanks to gracious donation by shop owner/NCBWL member Darcy Bomer and daughter Devry.
- **Kendra Scott 8/23/23 fundraiser** – Claudia urged Board members to attend and promote the Kendra Scott jewelry sales fundraiser, planned for August 23, to donate 20 percent of sales to NCBWL for PoW. A suggestion was discussed to more heavily release NCBWL communications for similar events closer to event dates rather than a couple of weeks in advance in order to potentially capture attendance of shorter-term/last-minute planners.
- **Promotions** of members' enterprises - More broadly, Claudia highlighted the League's commitment to promote businesses run by its active members.

New Business:

Committee reports were briefly presented and discussed, with most time devoted to the PoW special event.

Treasurer Report – Karoline Mahoney, via Zoom link and email, shared highlights of the July Treasurer Report (see below). Claudia clarified upon Karoline’s inquiry that beginning this month, with July report, Karoline should expand initial distribution of the Treasurer report to all Board members.

Treasurer’s Report - Balance as of July 31, 2023

Beginning Balance July 1, 2023		\$18,429.64
Revenue		
Dues	\$ 220.00	
Dinner meeting	\$1,255.00	
Kroger Rewards	\$ 69.47	
POW Table/Tickets Purchase	\$1,500.00	
Total (July) Revenue Net Operating Revenue		\$ 3,044.47
Net Operating Revenue		\$21,474.11
Expenses		
Coco's July Dinner Meeting	\$ 0.00	
TN Secretary of State Corporate Annual Report	\$ 40.92	
TN Register April Print Advertisement	\$ 266.00	
Credit Card Fees	\$ 33.36	
Total (July) Expenses		\$340.28
Net Operating Income		<u>\$21,133.83</u>
Reserve/Designated Funds		
Fr O'Bryan Fund	\$2,037.73	
Retired Sisters 2023	\$ 695.00	
Total in Reserve		\$ 2,732.73
Total Operating Income		<u>\$18,401.10</u>

*Note - The St. Michael Scholarship fund is located in a separate savings bank account. It is no longer in our operating checking account.

Membership – Ellen Wade was unable to attend due to her appointment conflict. Claudia shared highlights:

- 40 members have not paid annual dues, typically expected in April. An e-mail will be sent to each member with overdue payment, with a gentle reminder of pending payment and request to resolve.
- Currently NCBWL’s by-laws provide that past presidents are exempt from paying annual dues, in perpetuity. This rule had been implemented to encourage post-term meeting attendance and active engagement of former presidents. Claudia pointed out that such engagement by past presidents has been rare. On motion made by Courtney Conklin and seconded by Connie Allison, the Board approved a proposal to modify the by-law in order to grant past presidents a two-year period of complimentary annual membership, after which time dues apply to continued membership. Connie will draft the new by-law for Board review/confirmation.
- Claudia paid \$40.00 to reserve a table for NCBWL’s exhibit at a November 11 Eucharistic Revival Conference at Catholic Pastoral Center.
- Based on Claudia and Cora Newcomb’s investigation, Claudia plans to purchase NCBWL member ‘business’ cards, likely via Moo. Claudia shared with meeting attendees a card mock-up that includes on back a QR code for NCBWL website link. Under consideration is an initial \$250.00 order of 1,000 generic NCBWL cards, each with space for member name.

Communications – Patricia M. Smith, primarily, and Claudia, provided communications updates:

- **Publicity**, under recent attention by Patricia, Claudia and Kelley Colopietro, includes TN Register, Facebook, and Catholic Radio media. Cora, historically, and Kelley are advocates of leveraging social media. Patricia assured that the 8/23 Kendra Scott jewelry fundraiser will be posted on social media. Also, she will create an email campaign for the event, starting ten days or less in advance of event date.
- **Other publicity/promotion** – Claudia sends all applicable (including PoW-related) NCBWL updates to Gia Riney, Nashville Diocese Chief Marketing Officer. Claudia encouraged Board members to share NCBWL

information with their respective parishes. Members can forward the newsletters and meeting reminder emails to parish communications contacts. Additionally, Claudia is pursuing an NCBWL ad/promotion in the Catholic Awakenings, though her initial request was not readily granted. The CMO indicated that given NCBWL is not a diocesan organization, promotion of the League does not seem to fit this diocesan magazine which promotes, without charge, diocesan organizations. Other NCBWL publicity/promotion opportunities mentioned during the meeting were:

- Catholic Business League, Thursday 8/10/23 meeting - Connie, a CBL member, agreed to distribute NCBWL documents at the forum and offered to try to say a few words.
- Nashville Catholic Radio (100.5 FM), Wednesday 8/23 interview - Claudia and Jennie will be on the air, with Jennie's show running at 11:30 a.m. and 5:30 p.m.
- **NCBWL newsletters** - Patricia noted that NCBWL volunteer/'help wanted' needs will be highlighted in the League's newsletters, similar to the call for specific PoW event volunteers/supporters.
- **WIX website progress** – Cora Newcomb has continued to provide consultative support to Patricia, whose WIX knowledge is ramping up, and other NCBWL leads. To date, Cora has submitted two invoices totally \$597.00 for consulting time, against the initially approved \$600.00 budget. Claudia discussed merits of extending a new allocation for Cora's continued expert support of WIX, a quirky system, particularly around the PoW event. Board members unanimously approved a motion raised by Tricia Casa Santa and seconded by Mary Rolando, to renew contract for additional \$600.00 (maximum) through 12/31/23.

Programs – Mary Rolando provided a recap of **upcoming speakers**, after briefly reflecting on the **recent successful line-up** and gathering/confirming speaker and venue **feedback**.

- Mary indicated positive feedback on recent monthly dinner speakers, a view that attendees noted they shared. She asked for feedback on the Coco's venue, and received a few comments. Feedback was mostly positive with constructive inputs related to suboptimal noise levels/audio quality in the restaurant (vs. event center), and past though improving special diet attention (where it was recommended that pertinent members place color cards received at sign-in at their dinner spots). Though the event center is more conducive to dinner speakers, Claudia informed that the event center carries a \$800.00 booking fee while the restaurant is free. On occasion, Coco's staff will bump a NCBWL monthly meeting to the event center (for free) when the restaurant is otherwise booked.
- Mary advised of the following upcoming speakers. Patricia gave Mary an article that may spark plans around a future speaker on the topic of the role of women in the Church.

Aug 16	Thistle Farms	Tasha Kennard, CEO	TF products available for purchase
Sept 20	Catholic Medical Missionaries/Africa	Debbie Rayhab	
Nov 15	Springboard Landing	Patricia Cooper and staff	
Jan 17	Catholic Moms in the Middle	Jennie Guinn	

Hospitality - Tricia Casa Santa provided an update on fiscal YTD and post-6/21/23-meeting hospitality mailings:

- 83 cards sent this fiscal year: 1 baby, 48 birthday, 2 graduation, 22 guest acknowledgement, 2 religious anniversaries, 4 sympathy, 3 thank you, 1 thinking of you.
- 43 cards sent since June 21 meeting: 1 baby, 24 birthday, 15 guest acknowledgement, 2 sympathy, 1 thank you.
- Though many cards have been sent, Tricia advised she still has plenty of cards and five stamp books.

Spiritual Life – Jennie Guinn was unable to attend this meeting due to a conflicting conference. Patricia and Claudia contributed relevant updates:

- Jennie has a blog on NCBWL's website, now covering both inspirations for bringing Christ to others and profiles of specific saints.
- In light of August meeting speaker's Thistle Farms topic, Jennie will create a Mary Magdalene update.

Parliamentarian – Connie Allison, as noted above, will draft a change to the by-laws relating to past-presidents' membership dues. No other changes to by-laws are presently under discussion.

Social Action – Carol Ann Fernandez was absent, having very recently welcomed a baby boy to her family.

- August charitable donations are targeted for Thistle Farms, represented by the month's speaker, with Thistle Farms hand-made products available for purchase at the August meeting.

- September charitable donations are targeted for Catholic Medical Missionaries, given speaker affiliation.
- Carol Ann and Mary will collaborate on post-September monthly donations. November's featured organization is likely too new for item collection.

“The Special Event:” Pearls of Wisdom (PoW) – Co-chairs Lauren Barca and Courtney Conklin updated attendees, leading discussions on preparations for the annual NCBWL Catholic scholarship fundraising event on 10/6/23:

- **Sponsorship and Donations** – Strong early progress reaching out for sponsors and partners was noted:
 - Claudia spoke to development directors, encouraging \$1,500.00 full table “Gold” sponsorship, at the three high schools (Father Ryan, Saint Cecilia, and Pope Prep) and St. Michael Academy. Schools have saved the Oct 6 date and intend to support PoW. Claudia will send finalized event materials this week.
 - Connie secured a full table with her parishioners and sent in the respective Gold Sponsor payment.
 - Per Claudia, Janet Donahue is working on a Holy Family table sponsorship. She has also offered a week at her family's Park City, Utah condo, for the live auction.
 - Claudia is coordinating with Gia Riney a potential table sponsorship by the Nashville Diocese.
 - Other sponsors and/or donors who Claudia has contacted include: Nashville Predators Foundation, Ajax-Turner, Athens Distributing, and Colette Travel.
 - Trisha CS is again offering a special hosted event at her property.
 - Claudia will check with Lynne Warne on insight into past anonymous donor and advise co-chairs.
- **Budget** – The Richfield Country Club's all-in cost per plate for the event is \$75.00, so a per ticket profit of \$75.00 (with \$150.00 ticket price) is derived to help defray other event expenses. With eight seats per each of 20 tables, tickets will generate \$24,000 in revenue and \$12,000 in profit before other expenses.
- **Invitations and ticket sales** – The '23 event invitation with addition of ‘cash bar’ reference was finalized during our meeting. As tickets are purchased on line or otherwise, Lauren and Courtney need to be updated by Karoline. Lauren/Courtney are maintaining a table map. They will coordinate with Karoline for her vendor invoice payment processing and provision of stamps for mailings.
- **Suppliers/vendors** - Several key vendors have been lined up including: Auctioneer Thomas Mattingly (who Courtney noted celebrates his 60th birthday on 10/6), and the silent auction company who will supplement NCBWL-secured items, TBD after upcoming meeting with Lauren/Courtney. Kelly will provide dinner/dance music. The co-chairs are exploring Belmont University musicians for the jazz/classical ensemble during cocktails; if needed, they will check out options available among St. Cecilia students. An automated photo ‘booth’/setting is being planned. Also planned is a short video (about four minutes) featuring the scholarship and student beneficiaries, for focused presentation to all event attendees.
- **Needs/asks** – We discussed open needs, including from vendors who preferably will donate their services:
 - Photographer – Claudia will check with an at-home photographer and advise co-leads of outcome.
 - Florist – NCBWL members (current or past) may have contacts. As a back-up plan, Courtney and Lauren will source simple, inexpensive flowers and vases for 20 hand-made table arrangements.
 - Videographer – Schools' Development offices should be able to help coordinate, and they may have videographer contacts. Patricia S offered her voice for the video's interviewing/narration.
 - Priest for blessing – Courtney and Lauren will seek Claudia's help identifying a priest (potentially Father Mark or Father Baker) to attend and provide benediction. The Bishop is unable to attend due to being in KY at a family wedding.
 - NCBWL Board/other members are encouraged to help with high-quality auction item donations and table/seat purchases. There is a need to help fund dinners for select guests/vendors who will be granted complimentary dinner seating. In addition to table sponsorships, PoC ‘patron’ donors will be an option that will be added to event planning and communications.

Adjournment and Closing Prayer:

At 12:31 p.m., meeting motion to adjourn was unanimously agreed.
All members prayed together The Memorare, at Claudia's invitation.

Respectfully submitted,

Trish Cronin
Secretary