



Nashville Catholic Business Women's League

BOARD MEETING MINUTES

August 7, 2021, 1 – 3 pm
Coco's Italian Market, Nashville, TN

Present: Deb Fay, Faye Knochenmus, Lisa Link, Janine Moore, Nikki Moreland, Cora Newcomb, Cheryl Pryor, Lisa O'Neill Sullivan, Lynne Warne, Claudia Weber

Absent: Kim Hoover, Patricia Vance, Cindy Zwickel

1. Prayer and introductions:

Lynne Warne led with a prayer.

2. Quarterly Board of Director's meeting schedule.

All meetings are held on Saturdays from 1 – 3 pm at Coco's Italian Market, Nashville, TN

2021: May 1, August 7, November 6

2022: February 5, May 7, August 6, November 5

2023: February 4

3. NCBWL Strategic Planning

Discussion of proposed Mission, Vision and Operating Statements, as well as the logo. Decision made to continue the discussion via email prior to a vote.

4. Committee Reports

Treasurer – Deb Fay

- Financial report attached
- Treasurer will close redundant accounts which are accumulating fees each month
- Treasurer has devised a QR code for use at Pearls of Wisdom which takes donors directly to our donation page.
- Treasurer will rewrite our scholarship agreements with the 3 current schools to reflect what is happening
- Treasurer proposes we begin to fund the scholarship fund at St. Michael Academy
- **Effective January 1, non-members may attend membership meetings one time at the \$25 fee. After that, non-members will need to pay \$35 to attend a membership meeting. This will be advertised on our webpage and in emails.**

Development/Pearls of Wisdom – Patricia Vance and Nikki Moreland

- To date, \$21,000 is pledged to the event
- 96 seats are spoken for, leaving 104 to fill to reach our goal of 200 seats
- Invitations will be mailed on Monday 8/9/21 by Patricia Vance
- Online auction site will have a maximum of 20 items
- Live auction items: Debbie Lassiter's vacation home, Lynne Warne's vacation home, a dinner party for ten in your home, tea with the Dominican Sisters, possibly **a necklace, depending on appraised value.**

- One of the silent auction items will be a dress from Chantilly Belle (Nikki Moreland's Company). If any of the members would like to model one of her dresses that day, please contact her.

Membership – Kim Hoover

- To date we have 95 members, 81 paid, 4 silver and 10 honorary
- Discussion if we should charge a higher monthly meeting fee to non-members. (\$35)
- Each board member should come to the November meeting with ideas on how we are to grow

Spiritual Life – Cheryl Pryor

- Will continue to focus on one female saint at each meeting closing
- Welcomes ideas for spiritual development

Communication – Cora Newcomb

- Survey results from May, June, July meetings attached
- Discussion about having Pearls of Wisdom more prominent on website

Publicity/Social Action – Lisa Link

- October – Smart Art
- November – Second Harvest Service Project
- December – Sisters of Mercy/Dominican Sisters

President-Elect – Claudia Weber

- Christmas for the Sisters – December 4, 2021
- Mercy Convent – gift cards for Hobby Lobby and Joanne's
- Dominican House – a blood pressure tower (\$1,000)

Second VP/Programs – Lisa O'Neill-Sullivan

- Aug 19: onsite lunch/tour at SCA from 12-1:30 pm
- Sept 11: Pearls of Wisdom at Richland Country Club from 10 am – 1 pm
- Oct. 20: Jenny Hannon (Exec Director Warner Parks) – Coco's (?)
- Nov 17: onsite continental breakfast and tour at JP II from 9:30 – 11 am
- Dec 19: Anniversary Tea & Christmas party at the Hermitage from 1 – 3pm, \$75 pp

Hospitality – Faye Knochenmus

- Birthday cards go out each month
- We did not discuss getting Faye email/addresses to reach out to guests

New business

- None

Meeting adjourned at 3:13 pm

Respectfully submitted,

Janine Moore
Secretary



Communications August 2021 Report

By: CORA NEWCOMB

01 WEBSITE

Updates are done on the website with new pictures and current info to keep it fresh and to encourage engagement.

02 PEARLS of WISDOM

New pages have been added to provide wider exposure and visibility of the fundraiser. Also added pages for online processing for sponsorship and tickets.

03 EMAIL MARKETING

Action: Sent out 3 email campaigns per month and post-meeting Surveys

Results: Attendance to meetings has been an all-time high

1. Email Campaign 1: Event announcement
2. Email Campaign 2: Monthly Newsletter
3. Email Campaign 3: Final reminder to RSVP

04 EMAIL REACH

How effective is our Email Marketing? Comparative data for June, July, August

August: Mobile 44% Desktop 56% **Average Time Spent:** 4 minutes

JUNE	EC1 - Meeting		EC2 Newsletter		EC3	
Delivered	418	98%	419	99%	434	99%
Opened	186	44%	173	41%	188	43%
Clicked	26	6%	34	8%	28	6%
Bounced	9		6		6	

JULY	EC1- Meeting		EC2 Newsletter		EC3	
Delivered	434	99%	434	99%	318	97%
Opened	165	38%	188	43%	164	52%
Clicked	22	5%	28	6%	24	8%
Bounced	6		6		10	

AUGUST	EC1- Meeting		EC2 Newsletter		EC3	
Delivered	436	98%	440	99%		
Opened	190	44%	172	39%		
Clicked	20	5%	25	6%		
Bounced	10		3			

NCBWL - 2021-2022

	c/o 2021	April	May	June	July	Total
REVENUE						
Dues	\$ 110.00	\$ 2,695.00	\$ 1,045.00	\$ 440.00	\$ 165.00	\$ 4,455.00
<i>Online</i>	\$ 110.00	\$ 990.00	\$ 385.00	\$ 275.00	\$ 165.00	
<i>Check</i>	\$ -	\$ 1,705.00	\$ 660.00	\$ 165.00	\$ -	
Interest Income (Invest Acct)						\$ -
Non-event Donations	\$ -					\$ -
Meeting Reservations	\$ 765.00	\$ 1,075.00	\$ 950.00	\$ 1,100.00	\$ 3,890.00	
<i>Online</i>	\$ 475.00	\$ 525.00	\$ 550.00	\$ 700.00		
<i>Check/cash</i>	\$ 290.00	\$ 550.00	\$ 400.00	\$ 400.00		
Fundraiser	\$ -	\$ -	\$ -	\$ -	\$ 5,150.00	\$ 5,150.00
<i>Sponsorships</i>					\$ 3,500.00	
<i>Tickets</i>						
<i>Donations</i>					\$ 1,650.00	
<i>Auction</i>						
Retired Religious Donations						\$ -
Retreat Fees Received	\$ 300.00	\$ 200.00	\$ 400.00	\$ 600.00	\$ 300.00	\$ 1,800.00
Kroger/Amazon	\$ 82.03	\$ 40.23			\$ 71.22	\$ 193.48
TOTAL REVENUE	\$ 410.00	\$ 3,742.03	\$ 2,560.23	\$ 1,990.00	\$ 6,786.22	\$ 15,488.48

EXPENSES						
Advertisement						\$ -
Scholarship Awards						\$ -
Bank/Credit Card Fees	\$ 63.40	\$ 34.31	\$ 26.88	\$ 58.86	\$ 183.45	
Retreat Fees	\$ 800.00			\$ 900.00	\$ 1,700.00	
Charity Donations						\$ -
Honorariums & Gifts	\$ 103.60				\$ 103.60	
Meeting Food & Beverage	\$ 825.00	\$ 821.00	\$ 790.94	\$ 1,065.25	\$ 3,502.19	
Meeting Expense	\$ 49.55				\$ 49.55	
Memberships						\$ -
Postage		\$ 55.00		\$ 111.49	\$ 166.49	
Stationary & Office Supplies			\$ 58.29		\$ 58.29	
Taxes & Fees						\$ -
Website Maintenance	\$ 21.00			\$ 62.94	\$ 83.94	

NCBWL - 2021-2022

	c/o 2021	April	May	June	July	Total
Printing						\$ -
Food & Beverage (non-mo mtg)						\$ -
70th Anniversary	\$ 975.00					\$ 975.00
Misc.						\$ -
Fundraiser	\$ 500.00	\$ -	\$ -	\$ 55.00	\$ 110.00	\$ 665.00
<i>Invitations</i>						
<i>Postage</i>				\$ 55.00	\$ 110.00	
<i>Venue</i>	\$ 500.00					
<i>Supplies</i>						
TOTAL EXPENSES	\$ 2,275.00	\$ 1,062.55	\$ 910.31	\$ 931.11	\$ 2,308.54	\$ 7,487.51

RECONCILIATION

Book Income	\$ 3,742.03	\$ 2,560.23	\$ 1,990.00	\$ 6,786.22
Book Expenses	\$ 1,062.55	\$ 910.31	\$ 931.11	\$ 2,308.54
Net	\$ 2,679.48	\$ 1,649.92	\$ 1,058.89	\$ 4,477.68
Bank Revenue (3 accounts)	\$ 3,667.63	\$ 2,535.92	\$ 1,983.13	\$ 6,747.36
Bank Expenses	\$ 988.15	\$ 886.00	\$ 924.23	\$ 2,269.68
Net	\$ 2,679.48	\$ 1,649.92	\$ 1,058.90	\$ 4,477.68
Difference	\$ -	\$ -	\$ (0.01)	\$ -

Account Balance EOM

checking	\$ 10,336.95	\$ 11,986.87	\$ 13,065.77	\$ 17,563.45
scholarship	\$ 740.25	\$ 750.25	\$ 740.25	\$ 730.25
investment	\$ 1,695.89	\$ 1,685.89	\$ 1,675.89	\$ 1,665.89
	\$ 12,773.09	\$ 14,423.01	\$ 15,481.91	\$ 19,959.59