



**Nashville Catholic Business Women's League
Board of Directors Meeting
9-11 a.m. on Saturday, May 7, 2022
Lynne Warne's home**

Minutes

Board Members Present: Deb Fay, Kim Hoover, Faye Knochenmus, Lisa Link, Janine Moore, Nikki Moreland, Cora Newcomb, Cheryl Pryor, Lynne Warne and Cindy Zwickel.

Board Members Absent: Lisa O'Neill-Sullivan, Patricia Vance and Claudia Weber,

1. Prayer and introductions

- What's your favorite book
- BOD minutes from February 5, 2022 approved via email and posted on website

2. Quarterly BOD meeting schedule for 2022-2023 are set

All will be held on Saturdays at Coco's from 1-3 p.m. unless noted other wise

- 2022: August 6, November 5
- 2023: February 4 (my last one, and then Claudia takes over)

3. NCBWL Strategic planning

Continued to review of our mission statement, vision statement, operating statements and tagline. Tentatively agreed to new wording but know all changes must be included in by-law voting later in the year by the entire membership.

4. COMMITTEE REPORTS:

Treasurer: Deb Fay

See attached financial report for details —we are in great shape! Since we have not been able to set up an agreement with the diocese for an endowment at the new St. Michael Academy in Nolensville, we will invest this year's \$5,000 contribution and grow it until it is needed.

We should always remind our members to sign up for Amazon Smile and Kroger gift cards to support NCBWL. These fund the payment of meals for our guest speakers and Fr. O'Bryan.

Membership: Kim Hoover

Total current membership is 69, 57 paid, including 7 new members, 3 silver; 9 honorary

Kim has sent out dues reminders to all 112 members on the 2021/2022 roster.

Lynne has dropped in on 23 parishes to pass out our brochure in an effort to increase membership. Idea to ask parishes if we can set up a table after a Sunday mass and sponsor the coffee and donuts. Spiritual Director Cheryl Pryor will take the lead in setting his up at her church first and report back on learnings before we schedule another.

Spiritual Life: Cheryl Pryor

Disappointed in the small turnout for the Lenten Zoom meeting, but it was much enjoyed by those who attended. Working on the quarterly communion, which is usually dinner and mass . Discussion to make it a Saturday evening mass with a table advertising NCBWL, then dinner. Cheryl will talk to Jennie Guinn about ideas for a spiritual retreat.

Communications: Cora Newcomb

Website enhancements: Upcoming events/membership meetings, 2022 Pearls of Wisdom, Business Spotlight Event

- Home page update and redesign
- Web Analytics & Email Campaigns

Cora is wondering how to get all members receiving the emails. Right now, it is an opt in procedure. Lynne says all new members should be automatically signed up to receive them.

Publicity/Social Action: Lisa Link

May: purses for the Ladies of Charity store

June, July, August: Sisters series (Lisa to determine donations before each).

Parliamentarian: Cindy Zwickel

Discussion that the slate of new officers starting in 2023 needs to be presented 45 days before the annual meeting (which is held in March). The slate should be presented by the November 2022 board meeting by the incoming president, Claudia Weber. Cindy is working on some changes to the by-laws. They will be sent via email to the entire membership roster to be voted on after the Board reviews and approves them in February 2024.

Voting via email is allowed. A quorum should be 30% of membership. Brief discussion of changing our fiscal year to a calendar year vs. ending in March. No resolution.

Second VP/Programs:

- May 18: Margie Druffel, President, Ladies of Charity (collect purses for LOC)
- June 15: Summer Series kick-off: Sisters with a Story held at 810 Dominican Drive, Laurel Williams from Saint Henry School to cater.
- July 20: Sisters with a Story: Part II, Sr. Mary Andrew, worked on an oil rig
- August 17: Sisters with a Story: Part III, Mother Anna Grace, professional ballerina
- September 10: POW (confirmed: Bishop's Hall at CPC)
- October 19: Anna Rumfola (SAS principal) + Judy Graham (teacher of the year)
Meeting at St. Ann's Breen Hall
- Nov 16: Ana Escobar, Judge, Davidson County Division III
- December 14: Christmas party at Janine Moore's home
- January 18: Rosemary Plorin, CEO & President, Lovell Communications

Hospitality: Faye Knochenmus

Faye is willing to follow up with guests with a card. Kim Hoover should communicate with Faye who they are and give her contact information.

Development/Pearls of Wisdom: Lisa Link and Nikki Moreland

The event will be at the CPC on Saturday, Sept. 10

5:30 pm: Mass at the CPC in honor of deceased NCBWL members (optional!)

6:00 – 6:50 pm: Cocktail hour with passed hors 'oeuvres and open bar (wine/beer/spirits)

7:00 pm: Introduction by Lynne Warne, blessing by Fr. Mark Simpson, Dinner

8:00 pm: Silent auction closes

8:05 pm: Live auction begins

Patrons can pay online for auction items, there will be background music during dinner.

Adjourned at 11:10 am

Respectfully submitted by Janine Moore



Communications
 2022 1st Quarter Report
 Submitted May 7, 2022
 Cora Newcomb

01 2022 Q1 Web Analytics

2022 First Quarter TRAFFIC OVERVIEW

Site Sessions: 732 (↑ up by 24%)
 Page Views: 2,268
 Ave. Duration: 8 min. 58 sec. (↑ up by 44%)
 Unique Visitors: 390 (↑ up by 20%) New: (316) 81% | Returning: (74) 19%

TOP TRAFFIC SOURCES	SESSIONS	PAGE VIEWS
Wix Email	302	964
Direct	213	644
Google	115	334
Facebook	29	70

KEY OBSERVATIONS

- The most popular page: Home Page (412)
- Visitors spend more time: Event Details (234)
- Most popular traffic source: Wix Email

02 Internet Content

This quarter, more updates were made on the website. Monthly meetings and event photos were posted. Monthly meetings, outreach and volunteer opportunities, and Business Spotlight event helped increase traffic.

03 Registration Process

Registration setting is updated monthly to reflect policy changes. Guest lists were submitted 2 days after the Saturday registration cut-off.

04 Email Marketing

Sent out 9 email campaigns for the quarter: meeting announcement (3), monthly newsletter (3), and final rsvp reminder (3). We did not conduct a survey this quarter.

05 Email Reach

How effective is our Email Marketing in the 1st Quarter of 2022?

JANUARY	EC1 Meeting		EC2 Newsletter		EC3 Mtg. Reminder	
Delivered	444	98%	312	99%	310	99%
Opened	228	51%	230	74%	218	70%
Clicked	19	4%	34	11%	8	3%
Site Visits	22		47		10	
FEBRUARY	EC1 Meeting		EC2 Newsletter		EC3 Mtg. Reminder	
Delivered	314	99%	308	98%	301	96%
Opened	221	70%	213	69%	213	71%
Clicked	18	6%	24	8%	13	4%
Site Visits	18		71		15	
MARCH	EC1		Newsletter		EC2 Event Reminder	
Delivered	301	96%	299	97%	302	97%
Opened	227	75%	227	76%	222	74%
Clicked	17	6%	36	12%	13	4%
Site Visits	23		84		17	

Membership Report-NCBWL Meeting May 7, 2022

Paid Members	57 (7 new)
Silver Paid	3
Honorary	9
Total	69
Not paid from 2021-2022	39
Not returning	3

112 on roster from 2021-2022 were sent dues reminders

New Members since 4/ 1

Darcy Bomer
Jennifer Crouch
Sharyn Mahoney
Carrie Melvin
Gail Mondelli
Angie Robinson
Danielle Robinson