

San Antonio Women's Chamber of Commerce
Board of Director's Meeting
Institute of Texan Cultures
April 1, 2019

Board Members in Attendance: Stacey Isenberg, Sarah Becher, Dr. Susan Blackwood, Dr. Sandra Neubert, Tammy Calton, Adrienne Cox, Karen Dayle-Van Buskirk, Ilene Devlin, Belinda Gavallos, Amy Gonzalez, Zina Guerra, Mona Helmy, Lori Johnson Leal, Franci Leal, Diane Polanco, Francesca Rattray, Barbie Scharf-Zeldes, Reilly Smolinsky, and Cindy Taylor.

Also attending were Rebecca Hughes and Nicole Ross.

Board Members Absent: Dr. Yvonne Katz, Casey Annunzio, Asia Ciaravino, Angelica Docog, Debra Reece, Juanita Sepulveda, Kristen Villarreal, and Kristi Wyatt

Pledge

All board members recited the pledge.

Secretary's Report

The March 4, 2019, minutes were submitted by e-mail to the board members.

ACTION: Sarah Becher moved and Belinda Gavallos seconded a motion to accept the minutes as presented. The motion passed.

Treasurer's Report

Franci Leal reported that a CD was renewed for three years at Jefferson Bank. The rate there was a better return.

ACTION: No action

Committee Reports

- **Communications**

Rebecca Hughes reported that a survey will be distributed next week to the membership on how they want to receive communications from the SAWCC. Rebecca is willing to train board members on how to use social media to increase the SAWCC visibility. Kristen Villarreal will be doing social media posts. Kristi Wyatt is in charge of developing outreach activities.

The Facebook algorithm is becoming scheduling focused, so events discussed get more visibility. Everyone should use the Like, Going, and Comments to help the SAWCC post numbers increase.

The SAWCC Fiesta Mixer on Friday, April 5, needs more attendees. Rebecca asked all board members to spread the word to their contacts to attend from 5:00–6:00 p.m. on April 5.

Rebecca reminded all committee chairs to submit their event communications information on time to meet the publication deadlines. A handout in January listed the deadlines involved.

Kristen Villarreal submitted an e-mailed report. The SAWCC in March had 2,212 Facebook likes; 1,023 Instagram followers; 320 LinkedIn connections; and 3,621 Twitter followers. All of those totals were increases over the February numbers. Also, the International Women's Day post performed well, with 33 reactions, comments, and shares on Facebook and 30 likes on Instagram.

- **Smart Women Series**

Diane Polanco stated that the March event on Social Media Marketing with Melissa Aguerre was an excellent, very interactive meeting. Attendees were engaged with the speaker.

For May, Miara Shaw from Houston is a potential speaker. She has written two books, appears on local television, and is a great speaker. During discussion, the option to have her as the October PowerHour speaker arose. Diane and Barbie Scharf Zeldes will discuss the upcoming potential speakers for both events.

The SWS Committee will meet in July. The speaker for September 2019 is set. Speakers for the rest of the year will be decided later. Discussion was held to remind everyone that speakers must stay away from politics, religion, and self-promotion to present a more educational format.

A food sponsor is needed for the May SWS event. The cost for about 50 people is \$500, which could be shared by two companies.

- **Transformational Leadership Development Series**

Lori Johnson Leal stated that three sessions have already been held. On March 21, Gloria Paloma of the Region 20 Education Service Center spoke on "Critical Conversations" to grow teams. The Spotlight Speaker was Erika Prosper Nirenberg.

In May, Betty Burke will lead the session. Asia Ciaravino will be the Spotlight Speaker.

Attendees have stated they want more time to discuss the TLD concepts. At the start of the next session, they will be able to comment on how the series is working for them.

- **Bloomberg Business Program**

Sarah Becher noted that the subjects are set for the BBP. Attendees are needed to fill the classes. She encouraged all board members to advertise to their staffs for women to attend.

- **Golf Tournament**

Cindy Taylor thanked Tammy Calton for the two groups of IBC volunteers that will set up and later take down the Golf Tournament event. Several new sponsors have joined,

but T-box and pin flag sponsors are still needed. The event is expected to be sold out, but 10 more teams are needed. Goodie bag items are arriving from a variety of companies.

- **Gala**

Dr. Susan Blackwood thanked the Gala Committee volunteers for participating and Debra Reece for becoming the SAWCC Foundation executive director. The first committee meeting will be in June. The committee will meet monthly on Tuesday after the SAWCC Board meeting on Monday until closer to the Gala date of November 9, 2019. The committee will meet twice a month as the Gala nears.

The Valero Vista Room will be the site, with more money spent on décor and a larger stage. The committee priorities are finalizing the contract with Valero, signing a contract with the RK Group caterers, finalizing sponsorship packages, deciding on valet parking costs, and checking Valero's soon-to-be-installed new sound system before the Gala.

Table Sales Committee members are needed. Ursula Pari will again be asked to be the emcee. The Eisenberg Group has joined as the Media Partner. Dr. Blackwood thanked Tammy Calton for the IBC volunteers and Zina Guerra for videotaping the nominees.

A possible Spirit of Courage Award honoree is being sought. USAA will send a letter to Washington, DC, asking Tammy Duckworth, a senator from Illinois, to be the honoree. Sen. Duckworth lost both legs in Iraq, has four children, and serves in the U.S. Senate. Also, four-star generals in San Antonio are being asked about potential women to honor.

The committee is following up on the delivery of the remaining Silent Auction items from 2018. Also, a final decision on what auction company to hire for the Gala will be made after the Golf Tournament. Only one or two companies can do everything: provide the auction items, set up the event, staff the auction, and collect payments.

Board members were asked to submit potential Gala nominee names. In 2018, a large pool of excellent people was available, and those names could be resubmitted with updated materials for the 2019 Gala.

- **POWERhour! Luncheons**

Barbie was questioning as to whether or not she had a budget to use for speakers. Stacey commented that we would need to look at numbers and discuss it further. Diane and Barbie were both trying to book the same person for each of their events. They will meet to see which event is most fitting for this person.

- **Mixer**

Amy Gonzalez reported that the April 5 Fiesta Mixer will be held from 5:00–6:00 p.m. at the Institute of Texan Cultures. More attendees are needed, so she encouraged everyone to publicize the event to their contacts. The SAWCC will have a Fiesta hat contest. From 6:00–8:00, the ITC Fiesta exhibit opens.

- **Membership**

Belinda Gavallós and her committee have contacted a number of possible members. The Down Association of South Texas is being approached to join as a nonprofit member. Also, Mavagi Enterprises, Inc. joined as a corporate sponsor. Belinda will follow up with Biolife, a company that will hire 40–50 people in its new San Antonio office. Membership in March increased by seven, with no loss of members.

Adrienne Cox has mailed 16 corporate packages, with about 20 more to go out next week, to potential companies asking them to join the SAWCC.

- **Mentorship Program**

Francesca Rattray stated that the International Women’s Day event with the YWCA and SAWCC as partners was overall a success in its initial effort. The nearly 200 attendees seemed to be mostly students and representatives from nonprofit groups. Exhibitor tables were located on the first and second floors, with fewer people going upstairs to visit the tables. The Welcome Session had the mayor and other dignitaries as speakers or in attendance and was well attended.

Several issues need to be addressed for any such future events. These would include a larger venue with all exhibitors on one floor, separate areas for the tables of competing vendors, places to sit to eat breakfast and lunch, water bottles throughout the day, and tracking attendees for types of business, organization, or student status. Also, the partner goals need to be better defined, and the event needs more lead planning time.

Sarah Becher said the SAWCC table gave away one student and one individual memberships as door prizes. The winners are being contacted by the Membership Committee.

The Mayor’s Commission on the Status of Women has a permanent staff, but the members change often. The event partners need to work with the commission to plan event details better.

Karen Dayle-Van Buskirk needs a one-page bio from SAWCC members on the website to foster better mentorship opportunities with members and potential members. Also, the committee is planning a fall STEM activity for K-12 grades. Board members were asked to submit names of engineers, scientists, and so forth who might participate.

Rebecca Hughes noted that she is setting up a Mentorship page on the SAWCC website.

Stacey Isenberg had attended a West Chamber of Commerce event where a list of San Antonio Chambers of Commerce were named, but the SAWCC was omitted. The SAWCC is still a well-hidden secret in San Antonio.

There was discussion on how to gain better public exposure and recognition for the SAWCC. Options included having tables at public events such as other chambers of commerce meetings, surveying members on needs, using local television show appearances to promote events, and following up with corporations that attend the Gala to

increase their involvement. Cindy Taylor volunteered to serve on an ad hoc committee to develop a marketing strategy to promote the SAWCC.

- **Community Involvement**

Dr. Sandra Neubert noted that she will attend the April 5 workshop on how the Alamo Colleges select scholarship recipients. She urged all committee chairs to encourage their committee members to attend all SAWCC events, especially the Fiesta Mixer. Then the chairs should follow up with attendees over the weekend.

- **Charity of Choice**

Rebecca Hughes asked all board members to submit nonprofit names as potentials for the 2020 Charity of Choice. The deadline is April 14, 2019. The nominees cannot have been named the SAWCC Charity of Choice in the last two years.

Executive Director's Report

Stacey Isenberg read a report submitted by Dr. Yvonne Katz. Dr. Katz met with the Bexar County school superintendents at their regular monthly meeting and distributed packets with the "Tribute To Women" booklet and a letter detailing the YouTube channel for their teachers.

The executive director of the Region 20 Education Service Center was very complimentary of the SAWCC Transformational Leadership Development program. His assistant executive director, Dr. Carolyn Castillo, is one of the facilitators and another employee is a participant.

Dr. Katz represented the SAWCC at the Institute of Texan Culture's "Women in Beer" evening, where she talked with four women brew-masters and executives of breweries.

Dr. Katz participated in the Mentoring Women program at the International Women's Day Summit at San Antonio College. She thanked Francesca Rattray and Karen Dayle-Van Buskirk for helping to organize the event and Sarah Becher and Stacey Isenberg for staffing the SAWCC table.

Other Business

None.

Adjourned: 12:50 p.m.

Respectfully Submitted,

Ilene W. Devlin, Secretary