

## [Ignite Women's Council - Meeting Minutes – February 06, 2023](#)

**Members Present:** Melissa Bilka, Mary Brooks, Dani Cashion, Cecilia Evans, Shannon Farro, Dr. Jessica Greene, Alex Husner, Ashley Nelson, Eileen Soisson, Anna Strickland, Lindy Studds, Melissa Zimmerman.

**Staff Present:** Cindy Gettig, Kema Parsley, Amanda Bailey.

**Meeting called to order at 11:01 a.m. by Cindy Gettig.**

### Welcome & Introductions

Cindy Gettig

Cindy welcomed and thanked the council for serving. She's excited for the year and the great things the council is going to do! Everyone introduced themselves and the businesses they worked for.

### Chamber Orientation

Cindy Gettig

Cindy reviewed the Ignite council packet with everyone. The chamber's mission is to Promote, Protect and Improve our businesses in the community. She did a business development division overview and discussed all the development team handles within our team. Last year our team handled two hundred and seventy-one events. She also mentioned the many other responsibilities the team handles. We have thirty-two ambassadors that are community leaders that is the liaison between the chamber and our investors. They help us better connect with our investors on a one-on-one basis. Eight two ribbon cuttings were held last year. Cindy talked about our signature events and reviewed the mission of the council.

### Engagement Opportunities

All

Cindy wants to add smaller events throughout the year that surround women, along with our major signature event in the fall. Cindy asked for input for good programming for us throughout the year. The council suggested two to three smaller events and then the main signature event in October. Debbie Conner offered a workshop that she's done at other conferences, "Leading from the Middle". Karen sent Cindy a webinar that is named "Effective Presentation Skills, Communicate with Confidence". Cindy wanted to determine what classes we would hold and then find facilitators for them. Cecilia Evans shared with Cindy that we could do a class on financial health across generations. Cindy asked if Eileen had any questions that had been asked to her. Eileen said she's had three clients ask how to communicate better with people that work remotely. Anna

Strickland mentioned Jeff Black has a class that is called “Black Sheep” and it discusses communication and training. He does the power ball drawing for the South Carolina Lottery. Alex asked how big the smaller events would be. Cindy said the classes would have fifty to seventy-five max attendees and it will vary. We could do a breakfast or lunch. Pine Lakes does a great breakfast, could be an option for a venue as well as the Dunes Club. Mary suggested a popular topic is women negotiating, we could possibly have someone teach on this from one of the universities. Eileen agreed that Debbie’s class would be very beneficial and educational. Strengths Finders is a class to determine strengths within each individual and how it can assist as a whole group with working together. Melissa Bilka suggested this course. Brittany Donettelli is certified in this course and works at Coastal University.

- Education
- Networking

Cindy asked the council if we wanted to do another type of networking event just for women or is there other suggestions? Shannon said her first reaction is to not over saturate and add additional events. That way we can single into the event, encourage people to come and have a networking component. Melissa suggested having a power breakfast, you have a speaker that is a woman in a leadership role, and they could tell their story of how they got to that position. In between the classes you can encourage networking and set time apart for that. Mary suggested possibly having a social media page that is for women and they connect and build community together between events. Core Clarities could be the first session, Leading from the Middle could be the second class. The timing of courses needs to align with the details of the Ignite Conference.

- Other

### Ignite Women’s Conference

All

Last year we had sub-committees that assisted us with planning, and it worked well. Chris Singleton will be a speaker for one of this year’s sessions at the conference. Cindy asked the council to start thinking about speakers for this year. We will not do the cocktail reception because it’s too long. Cindy also asked the council to think of a keynote speaker. Mary suggested doing a bookstore at the event. We would like to get more vendors this year, specifically women owned businesses that want to participate. One suggestion was made for Shari Harley, candidculture.com who teaches sessions about communication and building relationships. Shannon suggested starting a book club that could possibly end at the Ignite women’s conference, this could be a sub-committee. Cindy suggested Precious Williams as a speaker. The BMW conference had a great layout, and she was one of the facilitators for one of the sessions. She was extremely powerful and had a great story! At the beginning of the conference, we want

each facilitator to market themselves to the attendees and discuss the importance of why the attendees should come to their session. This will help the attendees gain excitement for what they are about to learn and help them better decide. Another suggestion was for Nicole Malakowski, who was the first Thunderbird pilot and has a powerful story.

- Speakers
- Sponsorships
- Breakout sessions
- Other

Other Discussion Items

All

Cindy is going to look at dates for the education classes, as well as the signature events. She will research the background for the speakers suggested.

Next Meeting Date

Cindy Gettig

Email updates will be sent out and there will be another touch point before the next meeting takes place. All future meetings will be held via Zoom in the interest of everyone's time and accessibility. We can look at sub-committees for the conference.

**Meeting adjourned at 11:45 a.m. by Cindy Gettig**

***The next meeting is April 4<sup>th</sup> at 2 pm via Zoom.***