

## [Ignite Women's Council - Meeting Minutes – April 04, 2023](#)

**Members Present:** Mary Brooks, Alexia Edge, Shannon Farro, Melissa Fowble, Dr. Jessica Greene, Katie Hole, Lauren Morris, Ashley Nelson, Terri Shubilla, Eileen Soisson, Amy Stevens, Anna Strickland, Lindy Studds.

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

**Meeting called to order at 2:01 p.m. by Cindy Gettig.**

### Updates

Cindy Gettig

Cindy went over the sponsorships that have been sold for this year's conference. A lot of sponsors returned. Holly with Coastal Luxe has great ideas for the Halloween theme. Cindy will be reaching out to Dominion Energy for the breakfast sponsorship. Sound was an issue last year; we would like to have a DJ in order to prevent this issue this year. Kema has been working with the 360 photobooth owner and will include that for the day of. Myrtle Mom's with Margaritas will be back. Cindy thanked Amy because we will again have a wellness clinic. There will be a Bank of America financial wellness breakout session, Tideland's Health will also do a breakout session. Before the conference there will be two women's learning sessions. The first session is the CliftonStrengths Assessment, the facilitator is Brittany Donatelli-Parks who is currently in Leadership Grand Strand. This will be a breakfast at Pine Lakes Country Club. The second workshop is locked in as well for a lunch with Dr. Debbie Conner that is called Leading From the Middle.

### Discussion Items

All

Conference tagline – Cindy asked if we wanted a tagline that encapsulates what the conference is about this year. Mary mentioned that the tagline would be action oriented, it ties along with what women are thinking about during that time. Help keeps relevance and promotes the conference. We could do the tagline as we add speakers. Unite (bringing people together), Ignite (momentum), Inspire (influence them to take action).

Speakers – Cindy would like Precious Williams to be the keynote speaker. She mentioned how great she is and a bit of her story and how engaging she was. Alexia mentioned that she agrees with Cindy on Precious being a speaker because you want it to empower and inspire the women. Amy mentioned that if she were to be the keynote, we need to think of the ticket sales and how to promote that. Our last keynote speaker, Dawn Staley promoted herself since everyone knows who she is. Cindy mentioned if the council wants Precious to be a speaker, we will need to decide on that sooner than

later since she's very popular. Kema has been in contact with her agent and Precious knows we are interested. Amy mentioned potentially bringing in someone additional for the name recognition standpoint. Since Precious has great content, Amy mentioned what they did in DC because they had a similar situation where they had a great speaker but not many people knew who they were. They brought a popular comedian in to help bring interest to the conference. Cindy is going to give it a week for the group to send input or suggestions for speakers.

Panel discussion ideas/speakers-The mayor panel was well received from last year. Cindy mentioned the option of doing a CEO roundtable for one of the panel discussions. Cindy asked the group if it was going to be an interesting panel discussion. Amy agreed that it would be interesting. Eileen said that the panel should stick to the theme and tagline.

Exhibitor booth space-This year our vendors can sell their merchandise. We were able to get that cleared with the convention center for this year. It will make a huge difference on the number of exhibitors we have. The booth space will remain at \$350, which includes their space, table and two chairs.

Bookstore: Cindy asked Mary to discuss her thoughts on having a bookstore at the event. Mary thinks we should have a bookstore order a certain amount of books and speakers will do book signings as well. The books that are sold at the conference will have meaningful titles. Another idea is to have merchandise at the bookstore. This year we will have a plated lunch, with one meat and two sides. It will include chicken, starch, vegetable and salad. Mary asked about the breakfast and said it was bare last year. She suggested having yogurt, protein bars, fruit and muffins. Kema will look into different options that we can have. The afternoon break will have protein bars.

#### Ignite Women's Conference

All

- Merchandise – Sub-committee members: Lauren Morris, Terri Shubilla, Alexia Edge and Ashley Nelson
- Speakers – Sub-committee members: Anna Strickland, Lindy Studds, Terri Shubilla and Melissa Fowble.
- Sponsorships – We do not need a sub-committee for this.
- Breakout sessions
- Other

#### Next Meeting Dates

Amanda Bailey

Amanda scheduled the next meeting dates with the sub-committees.

**Meeting adjourned at 3:04 p.m. by Cindy Gettig.**