

## [Ignite Women's Council - Meeting Minutes – June 21, 2023](#)

**Members Present:** Mary Brooks, Dr. Debbie Conner, Alexia Edge, Shannon Farro, Brooke Holden, Lauren Morris, Amy Stevens, Anna Strickland, Lindy Studds.

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

**Meeting called to order at 3:05 p.m. by Cindy Gettig.**

### Updates

Cindy Gettig

All sponsorships were confirmed from last year, there are still some available. All conference speakers are confirmed, still working on breakout session speakers. Precious Williams will be the afternoon speaker, Chris Singleton is the opening speaker and the keynote speaker is Elizabeth Smart. Chris Singleton will have his book available for purchase and some retail items, Precious will have a book signing for her newly released book and take pictures with attendees, Elizabeth Smart will take photos with attendees. Our Sales Manager, Pam Wright, will assist with selling exhibitor booths for the event. An exhibitor will have a table and two chairs, they will be able to sell any merchandise they'd like to sell, they will also receive two tickets to attend the conference. The program advertisements will cost \$150 for a half-page and \$250 for a full-page. A press release has been sent out for the July 13<sup>th</sup> class facilitated by Dr. Debbie Conner. On the same day, it will be announced that conference registration is open to the public. Currently when someone clicks on the Ignite event page, there is a pop up after ten seconds that asks the individual if they'd like to enter their email to receive a notification whenever registration is open. Within the past week that it's been up, twenty-five people have signed up to be notified.

### Additional Comments:

Dani asked if there were any specific industries we should reach out to for exhibitor booths. There isn't a specific industry per say, but we will reach out to woman owned businesses first. Dani also asked if there were any limitations and if we had any current exhibitors right now. Cindy said we do not have any exhibitor booths purchased currently since registration won't be open until the middle of July. We will have twenty exhibitors. A few things that we will have to make the environment fun and help us are a DJ, 360-photo booth and we will move the breakfast into the ballroom to allow for more space.

## Discussion Items

All

Cindy asked the council what they think would be beneficial to learn about for the fourth breakout session. It was mentioned to potentially have a DEI aspect to the class. The consensus was to do mindfulness training since so many of us struggle with anxiety and various mental health things. Brooke suggested a book that would be helpful for anxiety, she also mentioned Jackie Snyder as a good facilitator for mindfulness training. She is the HR Director for Horry-Georgetown Technical College. Amanda mentioned Layla Grace as a potential facilitator. Someone else mentioned Shelbia Wiley, Kema said she could reach out to her to see if she would be interested. Our team was discussing the different sessions of the conference and it was mentioned that we should not call it a CEO roundtable, since we already have that in place separately and it may confuse some. There would be three to four participants for this panel. Some suggestions of panelists were Christie Everette, CEO of the Grand Strand Water and Sewer Authority, Wanda Squires, Deputy Director of Emergency Management, Dr. Fore, President of Horry-Georgetown Technical College, Donna Brin, Owner of BFIT540. Donna is a good suggestion for small woman owned business representation and she does a lot of work with recycling efforts. The merchandise sub-committee met and there were a few items discussed to sell at the conference. Some suggestions were journals that included on the first page quotes from the speakers that were Ignite branded, t-shirts; both long sleeve and short sleeve, card holders, tumblers, makeup cases and stress balls. Amanda has reached out to promotional item businesses to get quotes on all of these items. We are waiting on the Executive Vice President of Finance to let us know how the sales tax process will work when we are selling items at the conference. We want to have this figured out first before selecting any merchandise. We will have a QR code in the program that sends attendees straight to the Ignite Conference Survey where they can take it while they are at the conference, instead of sending it out afterwards. We want to make it as easy as possible for individuals to take the survey and give us their feedback. Mary has been working with Back Again Book Store, an investor of the chamber, to provide books for our bookstore. They were thrilled to be a part of this initiative. The books that are sold at the conference will be woman focused and on topics woman want to read about. Mary encouraged the council to send their suggestions of books that they like, and think would benefit the women at the conference.

Other Discussion Items

All

Cindy asked the group their thoughts on doing an event where people can come and have their headshots taken and there would be a charge so we can pay the photographer. She mentioned that Kathy Strauss would be a great option for the photographer. We are thinking of having this in late August or early September. Amy mentioned this could be a charity opportunity to support young adults straight out of college or individuals trying to reenter the workforce that may not be able to afford it. Shannon mentioned reaching out to Lovely Law Firm for funding.

Next Meeting Dates

Amanda Bailey

Amanda will send out a doodle poll to schedule the next council meeting.

**Meeting adjourned at 3:55 p.m. by Cindy Gettig.**