

[Ignite Women's Council - Meeting Minutes – July 24, 2023](#)

**Members Present:** Melissa Bilka, Mary Brooks, Dr. Debbie Conner, Dani Cashion, Shannon Farro, Hatton Gravely, Dr. Jessica Greene, Lauren Morris, Ashley Nelson, Lindy Studds, Melissa Zimmerman.

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

**Meeting called to order at 3:01 p.m. by Cindy Gettig.**

Welcome & Introductions

Cindy Gettig

Updates:

Cindy Gettig

Kema Parsley

- Sponsorships Sold
- Speakers
- Exhibitor space
- Program Advertisements
- Conference registration

Kema has locked in Shelbia and Ashley, this completes the breakout session speakers. Bank of America and Tideland are also confirmed for breakout sessions. Registration is now open for the conference. Registration opened July 13. Exhibitor space is available for purchase which costs \$350, program ads are available with options of either half page or full page and table sponsorships are also available for \$1500 for members and \$1750 for non-members. Mary, Kema and Cindy met to determine where the bookstore would be set up. The proper paperwork has been signed and completed for exhibitors to be able to sell their merchandise at the conference. Amanda Bailey has researched merchants for the promotional items that will be sold at the Ignite store, decisions will be made soon on what will be chosen.

Discussion Items:

All

- Panel discussion speakers

We would like to have three influential women CEOs represented from Horry County to be on the panel. The panel discussion will last about forty-five minutes. The council agreed that three speakers would be good. Annette Peagler will be the MC for the event. Lauren Morris suggested Christy Everett who is the CEO of Grand Strand Water

and Sewer Authority. Hatton Gravely mentioned the CEO of the YMCA she said she can reach out to her to see if she's interested. Hatton also suggested asking the founder of Spartina to speak. Lauren mentioned Martine Williams who is a very dynamic speaker. Melissa Zimmerman mentioned Donna Brinn with Bfive40. Heidi Vukov was also mentioned, and she also has a cookbook she could sell. We think it would be great to have a variety of entrepreneurial women in various professional areas. Dani suggested looking into industries that are male dominated and how they created their own path through that. The final three speakers that were chosen were Heidi Vukov, Amy Lawrence with The Lovely Law Firm and Olga Kazakova with Design the Sign.

- Retail Items
- Bookstore

Mary Brooks

Two hundred books will be sold by different authors and topics. Mary has received a lot of good recommendations for books to include in the bookstore. She is working on reaching out to financial institutions and health facilities to get topic information for books in those categories. Mary asked the council for additional recommendations on any other books they would like to see in the store. Shannon Farro suggested reaching out to a furniture store to see if they are interested in exhibiting their furniture around the bookstore and think it would be nice to have a couple couches in that area, if space allows. Kema is going to talk with SV Bedding (furniture sponsor for Ignite).

Other Discussion Items:

All

Cindy thanked Dr. Debbie Conner for leading the Ignite class a couple of weeks ago. Cindy received great feedback, and everyone was very engaged. Debbie announced she is running for Myrtle Beach City Council. Headshots and Happy Hour will be held on August 31, Kathy Strauss is the photographer. Kema confirmed the 360-photo booth with Jennifer Williard, Hype Marketing Media. We are planning to have her in the pre-function area, Shanekia Goins, owner, and DJ of 80lbs Entertainment Group will be playing in between breakouts and entering and exiting the ballroom. She will encourage individuals to go to the photo booth and health center area. Kema is thinking Shanekia could go in the back of the ballroom. Debbie suggested sending out tips ahead of time for taking the headshots.

**Meeting adjourned at 3:45 p.m. by Cindy Gettig**