

Ignite Women's Council Meeting - Meeting Minutes – Feb. 2, 2024

Council Members Present: Lauren Balogh, Melissa Bilka, Dani Cashion, Alexia Edge, Cecilia Evans, Shannon Farro, Melissa Fowble, Dr. Jessica Greene, Ashley Nelson, Alison Roark, Eileen Soisson, Anna Strickland.

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

Meeting called to order at 9:04 a.m. by Cindy Gettig.

Business Development Division Overview

Cindy Gettig

The council reviewed their packets which included information about the chamber, the business development division, Ignite Women's council mission, council contacts, the Board of Directors list and Robert's Rules of Order. Cindy informed the council the chamber is a membership organization supported by around 2,400 businesses and nonprofit organizations. The mission of the chamber is to promote, protect and improve the business community and work to make the community a better place to work and play. The area's economic success and quality of life is directly impacted by the work the chamber performs. A few events were mentioned to include Women & Wednesday on Feb. 21 with Author Ashley Daniels. The Legislative Reception will be held on Feb. 27.

2023 Conference Survey Results

Cindy Gettig

The Ignite Conference survey responses were good overall, and the biggest compliment was the speakers. Both the attendees and vendors were happy with the ability to have vendors at the event and have them sell their products. Half of the individuals who responded gave a five for their feedback and the other half was fours for the event. Everyone enjoyed the breakout sessions. The biggest complaint was the noise during lunch and the food itself. We will move the panel discussion to lunch time instead of having our keynote then. We will schedule the conference for late September too early to mid-October. The size of the centerpieces was also a complaint from last year's conference, this will be changed for next year.

2024 Ignite Events

All

The Myrtle Beach Classic will host the chamber for a women's breakfast on May 6, in partnership with the PGA. This event will be at the Dunes Golf and Beach Club and there will be a keynote speaker, as well as Vanna White in attendance. Cindy asked if the council was interested in another Headshots and Happy Hour event. She mentioned that she would like a business to host this event and it would be held potentially in either September or November. Alexia offered their space to host depending on the time frame. Cindy also asked the council for ideas on educational topics. It would be lunch,

since the first women's event is breakfast. The main topic mentioned was personality assessments, similar to the Clifton Strengths course from last year. The enneagram was mentioned, and businesses could bring their staff to participate and learn each other's different enneagram types to help them work better with one another. Shannon Farro mentioned the Clifton Strengths course could be done every other year, since there would be different people to attend the class most likely.

Ignite Women's Conference

All

- Theme
 - The council agreed on naming the theme "Breaking Barriers and Empowering Change" for this year's conference.
- Breakout Sessions
 - Dani mentioned a class on finding inner peace and quieting the outside noise. It was mentioned to have different generations with and without kids within the workforce explain what their noise looks like and how they quiet it. This could be good for the panel to discuss. Anna mentioned having a Wall Fellows student that is about to graduate college and heading into the workforce to represent that generation. Dr. Jessica Greene mentioned having a class on explaining the difference between mentors and sponsors. Another good class could be on branding yourself to the workforce. We believe three breakout classes are enough for the conference. The council agreed to invite Shelbia Wiley back to do her class, since she was unable to teach it last year.
- Speaker Ideas
 - Melissa mentioned inviting Dan Thurmon to talk about juggling life, he gives a great interactive presentation. He has a book called "Off Balance on Purpose". We also mentioned Simone Biles, Shawn Johnson – USA elite gymnasts, Joan Lundon – ABC's Good Morning America co-host, Ginger Zee – chief meteorologist for ABC News, Tori Stevens – CEO of evolYOUtion Career Coaching and the founder of IT Cosmetics – Jamie Kern Lima.
 - Other
 - The DJ was very good, and everyone liked that there were vendors at the conference. The bookstore owners agreed they will be back for this year and had a great experience. The council mentioned having more boutique vendors. Tideland's Health has agreed to be our presenting sponsor again. We also received a \$7,500 Silver sponsorship from BlueCross and Blue Shield. A few survey responses mentioned diversity in the room and assisting with that. We are going to create an invite in Spanish and reach

out to our list of diverse businesses we have in our database and personally invite them. Dani mentioned potentially giving away tickets for individuals who may not be able to afford it. Cindy said that we could either have a sponsor pay for the free tickets we would provide or have a raffle. Amanda mentioned we could also reach out to diverse businesses about being a vendor at our conference. Kema said she could speak with Renee Wright to get a list of vendors from her event that is targeted towards the diverse community. We could also send a personal invite to C-level individuals using our CEO list to hopefully get more of them in the room, as well as mentioning the event at our CEO Roundtables and encouraging them to attend the conference. Anna mentioned having a celebration wall at the conference where people could write what they accomplished this year on a sticky note and put it on the wall and take a photo with it, possibly with the 360-photo booth to get more attention to it. Someone mentioned requesting Tidelands Health have something that is more targeted towards women's health specifically.

Other Discussion Items

All

Adjourn

Cindy Gettig

Meeting adjourned at 9:56 a.m. by Cindy Gettig.