



Minutes of the
Board of Directors Meeting
August 25, 2021
11:45 am – 1:00 pm

Present: Amy Strok Veronica Sutton Suzanne Tran Arun Mistry Denny Krantz Michelle Smith Lisa Giangreco Brenda Higley Cel Davis Melissa Schwab Lisa Funai	Absent: George Thomas Patti Pequin Joanne Pegues Meredith Taylor Angie Britt Emily Harvey Cara Hohenstein
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Meeting was called to order at 11:49 am

July board meeting minutes approved.

President report: Amy Strok reported that PSALA will be in the WSBA September issue of the magazine. Monthly magazine October, extend deadline for October magazine and push and do the November issue. Continue to get PSALA out on all social media platforms.

Immediate Past President report: Michelle Smith reported that the venue is booked for February conference at Cedarbrook Lodge. Possible theme; Camp PSALA. Noon start on Friday; Noon finish on Saturday. Committee meetings monthly.

President Elect report: Suzanne Tran reported results on upcoming events survey – very split. Board decided to cancel September 23rd Summer Social event. Board has decided to have the LFL event virtually. Will form a committee and start the planning process and committee meetings.

Business Partners: Arun Mistry reported on the Business Partners; Mixed responses regarding in-person/virtual events. Will work on ways to engage BP's more. Ideas; Introductions, Spotlight interviews both written and video (possibly Zoom interview and record, then edit to embed in email/flash), News You Can Use, live commercial breaks during virtual events, host breakout rooms during virtual events, reach out BP's with a reminder that they are welcome to host events (i.e: cooking classes, etc) and PSALA will promote them and attend.

Education: Veronica Sutton reported on education events; financial topic in September; HUB is willing to talk about business insurance, health insurance and 401K. October; working with Patti on another HR focused webinar. November; BDO is willing to talk about year-end tax planning and financial planning.

Board Reports: Denny Krantz; looking for speakers for conference – 1 hour each. Lisa Giangreco; no updates to report.

Action Items:

- ✓ Spark Renewal – what is the cost?

Meeting was adjourned at 12:41 pm

Next Board Meeting: Wednesday, September 22, 2021