



Women's Executive Council
*unites professional women by **creating**
opportunities to **recognize** and **inspire**
women leaders and students to **serve**
our Central Florida **community**.*

**Women's Executive Council, Inc. and
Scholarship Endowment Fund of Women's Executive Council, Inc.
Board Meeting Minutes**

Section I. General Information	
Location:	Zoom – https://us06web.zoom.us/j/85281812229?pwd=29ccQV5lOlzokBTm28fgFZe3wvb95t.1
Date:	February 18, 2025
Call to Order:	6:04 PM
Attendees:	Carina Borkon, Yarmmys Vargas, Mia Poinsette, Jennifer Wade, Heather Wylam, Reshell Smith, Janine Krokey, Diane Diaz, Deb Kelly, and Nancy Mireles
Guests in Attendance:	None
Unattended:	Patrizia Harrington, Jean Horning, Jennifer Pollock, Darlene VanderLaan, Norma Mercado, Heather Numa Bell, Lauren Mendelsohn, Deanna Snyder, Carol Enriquez, Nora Buning, and Dauri Sandison
Submitted By:	Mia Poinsette
Section II. Important Dates	
	<ul style="list-style-type: none"> a. March 1, 2025 – Ronald McDonald Advent House “Share a Meal” volunteer event from 4-7 pm b. March 11, 2025 – Monthly Luncheon at Second Harvest Food Bank w/ Speaker Arlene Blake c. March 26, 2025 – Monthly Board Meeting via Zoom from 6-7 pm
Section III. Agenda Topics/ Minutes	
1.	<p>President (Carina Borkon)</p> <ul style="list-style-type: none"> a. Vote to approve board retreat minutes – Yarmmys motions; Janine seconds. All in favor, motion passes. b. Luncheons: <ul style="list-style-type: none"> • February’s luncheon with Beth (Cookies for Cancer) was heartfelt and well received. • Arlene Blake of Women on the Rise will be our March guest speaker. Carina will confirm the meeting room’s capacity as a larger crowd is expected. The Board is encouraged to purchase tickets a week before and continue to share events on social media. • Deb Kelly stated that she will replenish the Member Engagement Lunch Fund. Members should be reminded of this opportunity and extend passes to new guests who are interested in our mission. • Yarmmys confirmed that all attendees from each luncheon receive communications going forward. c. New dates to add to the calendar: <ul style="list-style-type: none"> • The Scholarship Social date has been confirmed. Occurring at the Girl Scouts of Citrus Council on August 15th from 4-6 pm, Carina shared that 32 of 48 guests attended last year. Board members, those who provided scholarships, sponsors, and partners are invited to attend. • Diana Larson will return as Chair of the Nominations committee. The meeting will be held at the Celebration Title Group on September 11th from 5-8 pm. • The Women’s Achievement Awards will be held at The Abbey on October 16th. Deb Kelly suggested that we cap auction items to 30-35 baskets this year.

	<p>d. Carina shared that she was contacted by Spectrum News 13 for a potential Women's History Month segment. Seeking ideas for coverage, the news organization will reach out if they decide to do story about WEC. During the meeting, a connection was made with Central Florida Women League (CFWL) President Eryka Washington Perry. CFWL successfully hosts their annual Power of the Purse fundraiser each December and has raised \$4 million dollars to fund scholarships for graduating female high school seniors. Interested in our organization's monthly luncheon blueprint, Eryka may attend as a guest in the future.</p>
2.	<p>Vice-President (Carol Enriquez)</p> <p>a. No updates</p>
3.	<p>Treasurer (Jennifer Pollock not present; Carina provided report)</p> <p>a. We have a \$29k excess amount in our operating budget as we have yet to transfer funds from the Women's Achievement Awards. Typically holding \$8-\$10k in the operating budget, a vote will be needed at the next Board meeting to move the funds.</p>
4.	<p>Membership (Yarmmys Vargas & Jennifer Wade)</p> <p>a. Jennifer Wade to contact those who have not renewed their memberships and will clean up name tags.</p> <p>b. Plan discussed to work on turnaround time between guest visits and membership application submissions.</p> <p>c. Yarmmys shared that manual adjustments were made in the past to ensure membership renewals remained at 100%. If anyone reports a \$125 renewal charge, please contact Yarmmys and Nora for a refund. APWT is aware of the issue regarding this annual occurrence and is working to correct the issue.</p> <p>d. This month's submitted membership applications for review and consideration:</p> <p><i>Michell DWarren</i> <i>Role/Company: LC Warren Group</i> <i>Description of Work: Administrative, account management</i> <i>Professional & Civic Affiliations & Accomplishments: Junior League of Central & North Brevard, Zeta Phi Beta Sorority, Inc., Mentoring Society, PTO RMMMS, LEAD Brevard</i> <i>Personal: Spending time with my family. Painting, art & photography, cooking and traveling</i> <i>WEC: Selecting Scholarship Recipients</i> <i>Dues?: YES</i> <i>Board Decision: Approved</i></p> <p><i>Cyndi Shifrel</i> <i>Role/Company: CEO / Orlando Marquee and Decor</i> <i>Description of Work: I used to be a member when I owned Orlando Wedding & Party Rentals. I sold in 2021 and now have a new business, Orlando Marquee & Decor. We are a company that provides luxury balloon decor and giant 4 ft and 5 ft marquee letters and all kinds of backdrops</i> <i>Professional & Civic Affiliations & Accomplishments: Lake Mary Toastmasters, Vice President of the ARA of FL and many other accomplishments with my old business.</i> <i>Personal: Travel with husband, learning new things to do creatively, going to see my adult kids</i> <i>WEC: Event Planning</i> <i>Dues?: NO</i></p>

	<p><i>Board Decision: Approved, Contingent</i></p> <p>Carol Enriquez motions to approve Michell DWarren to membership as her dues are paid in full and Cyndi Shifrel to membership pending attendance of one luncheon and payment of dues. Reshell Smith seconds motion. All in Favor, Board approves these two new members.</p>																				
5.	<p>Mentorship (Reshell Smith & Diane Diaz)</p> <p>a. Reshell Smith (Membership Mentorship) – Decision made to step away from the Good Pour due to their stipulations on the type of charities that they support. Reshell suggested Total Wine on Colonial Drive as an alternative location for our mixer as the collaboration is free of charge. Reshell will pick a Wednesday date and share additional details with the Board.</p> <p>b. Diane Diaz (Student Mentorship) – Advised that emails be sent well in advance to garner potential mentors ahead of the Scholarship Social. Carina agreed to add a slide to the monthly luncheon presentation beginning in May as recipients are selected at the end of July. Diane shared that Heather Numa Bell also suggested having a QR Code onsite that will direct interested parties to a JotForm for data collection.</p>																				
6.	<p>Programs (Nancy Mireles)</p> <p>a. The 2025 Programs line-up:</p> <table border="1"> <tr> <td>March</td><td>Arlene Blake, Women on the Rise</td></tr> <tr> <td>April</td><td><i>*not yet confirmed</i></td></tr> <tr> <td>May</td><td>Women’s Health Panel with Cindy Price (financial), Cabbi Brooks (mental), and confirming 3rd panelist</td></tr> <tr> <td>June</td><td>NO meeting</td></tr> <tr> <td>July</td><td><i>*working on field trip with FEW</i></td></tr> <tr> <td>August</td><td>Field trip confirmed to Orlando Science Center with JoAnn Newman as speaker, CEO</td></tr> <tr> <td>September</td><td><i>Tentatively – Sarah Gal, World Orlando</i></td></tr> <tr> <td>October</td><td>NO meeting- WAA</td></tr> <tr> <td>November</td><td>WEC Members Only- Nominations</td></tr> <tr> <td>December</td><td>NO meeting – holiday party</td></tr> </table>	March	Arlene Blake, Women on the Rise	April	<i>*not yet confirmed</i>	May	Women’s Health Panel with Cindy Price (financial), Cabbi Brooks (mental), and confirming 3 rd panelist	June	NO meeting	July	<i>*working on field trip with FEW</i>	August	Field trip confirmed to Orlando Science Center with JoAnn Newman as speaker, CEO	September	<i>Tentatively – Sarah Gal, World Orlando</i>	October	NO meeting- WAA	November	WEC Members Only- Nominations	December	NO meeting – holiday party
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7.	<p>Sponsorships (Janine Krokey)</p> <p>a. Attached is an update to emails sent/viewed, and the exported contact list which has been cleaned up from older emails or those leaving places of employment. Phone numbers are needed to contact individuals. A decent open rate on the email campaign has occurred, but individual emails or calls to those who have opened and/or clicked will help drive more donations.</p> <p>b. Please review the attached list and the google link that Heather provided last month to help obtain further contact information: https://docs.google.com/spreadsheets/d/14EouZqosbDW9BVGoOtUWONaM8p3sDsYaCND_E5paYfg/edit?usp=sharing</p> <p>c. Carina will connect Janine with Kayla from Orlando Health for potential sponsorship.</p> <p>d. Here are the sponsorship statuses so far:</p>																				

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8.	Scholarships (Deb Kelly) <p>a. Deb shared that historically, 25 applications are received between February 15th June 28th, but the bulk of 80-100 applications are typically submitted on June 29 and 30th which is closer to the deadline.</p> <p>b. The WEC scholarship webpage has been updated, and we are now accepting 2025 applications (through 6/30): https://www.wecorlando.com/Scholarship-Application-Information/</p> <p>c. WEC members are encouraged to spread the word. Here are the current eligibility criteria: The applicant must be registered as a full-time student (i.e.: 12+ credit hours for undergraduate programs, 9+ credit hours for graduate/law programs, or 6+ credit hours for doctorate programs) at one of the following schools:</p> <ul style="list-style-type: none">➤ Barry University Dwayne O. Andreas School of Law➤ Bethune-Cookman University➤ Daytona State College➤ Florida A&M University (FAMU) College of Law (Orlando)➤ Florida Institute of Technology➤ Rollins College (College of Liberal Arts)➤ Rollins College (Crummer Graduate School of Business)➤ Rollins College (Hamilton Holt School)➤ Seminole State College➤ University of Central Florida➤ Valencia College <p>d. Diane questioned why Full Sail was not on the list. Carina will add this talking point to the October board meeting agenda for further discussion.</p> <p>e. Awaiting amended contract from Valencia endowment to change funding from three partial scholarships to a full scholarship.</p> <p>f. Email messages announcing the 2025 scholarship application info and deadline will be sent out during the last week of February to: all 2024 applicants, Financial Aid offices at all eligible schools (plus some other miscellaneous contacts at those schools), Central Florida Foundation, Boys and Girls Clubs of Central Florida, a friend at Florida Executive Women (who shares it with her contacts at 4 of our schools); Girl Scouts of Citrus Council; and a few other local non-profit friends.</p> <p>g. Any WEC member who is interested in volunteering to review 5 or 10 applications (reviews occur 6/25-7/10), please send a message to dkelly@siena.edu</p>																					
9.	Events (Vacant) <p>a. No report.</p>																					
10.	Marketing (Norma Mercado not present; Carina Borkon provided report) <p>a. Website updates:</p>																					

	<ul style="list-style-type: none"> ➤ Updated the 2025 Scholarships page ➤ Updated website with promotion of February's Luncheon ➤ Lunch menu needed to update the store ➤ Drafted the email to promote the luncheon but am awaiting approval/edits. ➤ Logo Soup – drafted the new 2025 logo. Awaiting confirmation of all logos that should be included and/or approval to post as submitted.
11.	Social Media (Heather Numa Bell not present; Carina Borkon provided report)
	<ul style="list-style-type: none"> a. Social posts for the March luncheon are live. Please share and comment! b. Mailchimp account created with addition of some branding assets. Heather will work with Carina and Norma to move forward, but the March luncheon can be promoted before the end of next week on our new platform.
12.	Activities (Heather Wylam)
	<ul style="list-style-type: none"> a. Discussed the upcoming volunteer event at the Ronald McDonald House on March 1st from 4-7 pm which is open for up to seven participants. b. Confirmation received from Baby DJ/ 106.7 that the Operation Princess Project will not occur this year. c. Our next drive will be for Deck My Room. The small nonprofit serves five local hospitals by decorating hospital rooms for pediatric patients. An Amazon wish list will be provided for convenient purchasing and Heather will inquire about volunteer opportunities with the organization. d. Heather will contact the Boys and Girls Clubs for a Fall volunteer opportunity in October.
13.	Registration (Jean Horning & Patrizia Harrington)
	<ul style="list-style-type: none"> a. February luncheon totals: <ul style="list-style-type: none"> RSVP#: 40 ATTENDANCE #: 37 Amount Received: \$1,575 Membership sponsored luncheons (\$0): 5 Invoice #: Total Net: <p>Please note that many of the RSVPs came in during the 24-48 hours before the meeting.</p>
Section IV. Old Business	
Section V. New Business	
Section VI. Adjournment	
	Deb Kelly motions to adjourn our meeting at 7:07 pm, Reshell Smith seconds motion. All in favor, the Board approves.