



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=29ccQV5lOlzokBTm28fgFTe3wvb95t.1 |
| Date: | March 26, 2025 |
| Call to Order: | 6:04 PM |
| Attendees: | Carina Borkon, Yarmmys Vargas, Mia Poinsette, Norma Mercado, Deb Kelly, Jennifer Pollock, Reshell Smith, Diane Diaz, Carol Enriquez, Nancy Mireles |
| Guests in Attendance: | None |
| Unattended: | Heather Wylam, Patrizia Harrington, Deanna Snyder, Jennifer Wade, Heather Numa Bell, Darlene VanderLaan, Nora Buning, Dauri Sandison, Jean Horning, and Lauren Mendelsohn |
| Submitted By: | Mia Poinsette |
| Section II. Important Dates | |
| | <ul style="list-style-type: none"> a. April 15, 2025 – Monthly Board Meeting via Zoom from 6-7 pm b. April 16, 2025 – Membership Mixer at Celebration Title Group from 6-8 pm c. May 13, 2025 – Monthly luncheon at Second Harvest Food Bank from 11:30 am – 1 pm d. August 15, 2025 – Scholarship Social at the Girl Scouts of Citrus Council from 4-6 pm e. September 11, 2025 – Nominations Committee meeting at Celebration Title Group from 5-8 pm f. October 16, 2025 – Women's Achievement Awards at The Abbey |
| Section III. Agenda Topics/ Minutes | |
| 1. | President (Carina Borkon) <ul style="list-style-type: none"> a. Vote to approve February meeting minutes with discussed adjustments to the attendees listing – Carol Enriquez motions, Yarmmys Vargas seconds. All in favor, motion passes. b. Carina Borkon stated that a membership drive will take place in April instead of a luncheon. c. We still have a \$29k excess in our operating budget as we have yet to transfer funds from the Women's Achievement Awards to the Scholarship Endowment Fund. Typically holding \$8-\$10k in the operating budget, a virtual vote will be needed to move the funds prior to our next Board meeting. Having a larger balance than normal, further discussion will decide where to internally allocate funds. As part of the discussion that will require a vote, some options for consideration include updating our website, integrating internal programs into one, enhancing member recruitment, and/or investing in advanced marketing techniques such as Google Performance Max. d. Sponsorship options of \$500 will return for the Women Achievement Awards to offset ticket prices. Prices will remain at \$75 for members and \$85 for non-members. e. Carina plans to finalize details of the July field trip with Florida Executive Women's (FEW) President, Dyan Goodman. No longer raising funds for scholarships but for community involvement, FEW plans to gift Women's Executive Council with \$12,000 to issue scholarships in their name. |
| 2. | Vice-President (Carol Enriquez) <ul style="list-style-type: none"> a. No report. |

| | |
|----|---|
| | |
| 3. | Treasurer (Jennifer Pollock) a. Abbreviated Report: <p>Both accounts have been reconciled through February 28, 2025. Reconciled balances as of that date are as follows: SEF: \$10, 950.75 WEC: \$ 38,181.12</p> <p>Current Bank Balances as of March 26, 2025 SEF: \$11, 950.75 Contributions to be transferred to SEF \$232.16 WEC: \$ 38,494.60</p> <p>Accounts Payable: Plate Above March Lunch- estimate \$2400</p> |
| 4. | Membership (Yarmmys Vargas & Jennifer Wade) a. Submitted membership applications for review and consideration: <p><i>Deloria Nelson</i> <i>Role/Company: President, Authentic Culture and Engagement Solutions Inc</i> <i>Description of Work: Coach, Consultant, Author and Leadership Trainer</i> <i>Professional & Civic Affiliations & Accomplishments: 2024 OBJ Women who Means Business, Top Coach in Orlando 2 consecutive years 2022/2023 Facilitator & Curriculum Developer for OEP's Black Boardroom Leadership Institute</i> <i>Personal: Mentoring, Writing, Farming</i> <i>WEC: Mentorship</i> <i>Dues?: YES</i> <i>Board Decision:</i></p> <p><i>LaShondra Hawkins</i> <i>Role/Company: Information Technology Director / HCA Healthcare</i> <i>Description of Work: Healthcare IT leader for multiple HCA facilities driving technology to impact patient care</i> <i>Professional & Civic Affiliations & Accomplishments: HCA Co-Chair for North Florida Division Women's Colleague Network</i> <i>Personal: Zumba instructor that loves teaching zumba to help promote healthcare. Traveling with family</i> <i>WEC: Community Outreach</i> <i>Dues?: NO</i> <i>Board Decision:</i></p> <p><i>Ruby Alvarez</i> <i>Role/Company: Galen College of Nursing, DEAN</i> <i>Description of Work: Academic Dean for a College of Nursing. Manage the academic area of the campus</i></p> |

| | | | | | | | | | | | | | | | |
|-----------|---|-------|------------------|-----|--|------|------------|------|--|--------|--|-----------|---|---------|-----------------|
| | <p><i>Professional & Civic Affiliations & Accomplishments: National League for Nursing, Sigma Theta Tau, Black Nurses Rock Foundation Orlando, Organization of Associate Degree Nursing, Florida Nurses Association, American Nurses Association, Florida Action Coalition</i></p> <p><i>Personal: Part of a run club, mother of 1 son, love volunteering</i></p> <p><i>WEC: Mentorship</i></p> <p><i>Dues?: YES</i></p> <p><i>Board Decision:</i></p> <p><i>Ginina Muhammad</i></p> <p><i>Role/Company: CEO/Unique Touch Events LLC</i></p> <p><i>Description of Work: Venue owner managing the venue, events on and off site, event rentals and travel.</i></p> <p><i>Professional & Civic Affiliations & Accomplishments: Member of the Lake Nona Chamber, Travel Agent, OCPS Vendor, Certified Minority Business</i></p> <p><i>Personal: Wife of 19 years, Mother of 4 (ages 27, 24, 17, 14), Vice President of Middle School PTSA, Former Teacher, Sports/Club Mom</i></p> <p><i>WEC: Event Planning</i></p> <p><i>Dues?: YES</i></p> <p><i>Board Decision:</i></p> <p>Diane Diaz motions to approve Deloria Nelson, Ruby Alvarez, and Ginina Muhammad to membership as their dues are paid in full, and LaShondra Hawkins pending payment of her dues. Deb Kelly seconds motion. All in Favor, Board approves these four new members.</p> | | | | | | | | | | | | | | |
| 5. | <p>Mentorship (Reshell Smith & Diane Diaz)</p> <p>a. Reshell (Membership Mentorship) – Discussed the upcoming Membership Mixer on April 16th from 6-8 pm. Titled “Orlando 2.0 – Growth, Opportunity and Vision,” the free event held at Celebration Title Group on Colonial will also welcome guests. The event will kick off with an in-depth conversation with Carina, followed by a panel consisting of Kristin Westover (Visit Orlando) and Michele Daughtery (Associated Builders and Contractors). Carina will provide Reshell with additional names for a third panelist. Heather is currently working on the flyer, and it will be distributed within the next few days.</p> <p>b. Diane (Student Mentorship) – Suggested that an announcement be made at the May luncheon to recruit more mentors. Carina to review prepared email copy and create a JotForm allowing member information to be paired with a potential mentee. Carina stated that she needs the information by April 1st for inclusion in the next membership email blast.</p> | | | | | | | | | | | | | | |
| 6. | <p>Programs (Nancy Mireles)</p> <p>a. The 2025 Programs line-up:</p> <table border="1"> <tr> <td>April</td><td>Membership Mixer</td></tr> <tr> <td>May</td><td>Women’s Health Panel with Cindy Price (financial), Cabbi Brooks (mental), and Helen Martinez</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 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> </table> | April | Membership Mixer | May | Women’s Health Panel with Cindy Price (financial), Cabbi Brooks (mental), and Helen Martinez | June | NO meeting | July | <i>*working on field trip with FEW</i> | August | Field trip to Orlando Science Center with JoAnn Newman as speaker, CEO | September | <i>Tentatively – Sarah Gal, World Orlando</i> | October | NO meeting- WAA |
| April | Membership Mixer | | | | | | | | | | | | | | |
| May | Women’s Health Panel with Cindy Price (financial), Cabbi Brooks (mental), and Helen Martinez | | | | | | | | | | | | | | |
| June | NO meeting | | | | | | | | | | | | | | |
| July | <i>*working on field trip with FEW</i> | | | | | | | | | | | | | | |
| August | Field trip to Orlando Science Center with JoAnn Newman as speaker, CEO | | | | | | | | | | | | | | |
| September | <i>Tentatively – Sarah Gal, World Orlando</i> | | | | | | | | | | | | | | |
| October | NO meeting- WAA | | | | | | | | | | | | | | |

| | <table><tr><td>November</td><td>WEC Members Only- Nominations</td></tr><tr><td>December</td><td>NO meeting – holiday party</td></tr></table> | November | WEC Members Only- Nominations | December | NO meeting – holiday party | | | | | | | | | | | | | | | | | | | | |
|----------------------|---|---------------------------------|-------------------------------|----------|----------------------------|-------------|---------------------------------|--------------|-------------|---------------------------------|--------------|-------------|---------------------------------|----------------------|-------------------------|--|---------------|-----|-------------------------|--------|--|---------------------|-----|--|---------|
| November | WEC Members Only- Nominations | | | | | | | | | | | | | | | | | | | | | | | | |
| December | NO meeting – holiday party | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. | Sponsorships (Vacant; Carol Enriquez provided the report) | | | | | | | | | | | | | | | | | | | | | | | | |
| | <div>a. Carol Enriquez provided an update that Janine Krokey resigned as Sponsorship Chair. The Board was encouraged to share suggestions for potential candidates.</div> <div>b. Sponsorship application for Publix submitted with a larger request than last year.</div> <div>c. Yarmmys issued reminder to invoice Foley & Lardner LLP for \$2,500.</div> <div>d. Carina plans to contact Ivy Finnessy, Director of Community Relations for Fun Spot, to inquire about sponsorship now that she has attended her first meeting.</div> <div>b. No new sponsors have committed; Carol will follow up on the below sponsors who are pending:</div> <table><tr><th>Sponsor</th><th>Amount</th><th>Status</th></tr><tr><td>USB/Laubach</td><td>\$ 5,000.00</td><td>Invoice pending review Jen/Nora</td></tr><tr><td>Rollins/Holt</td><td>\$ 2,500.00</td><td>Invoice pending review Jen/Nora</td></tr><tr><td>VisitOrlando</td><td>\$ 2,500.00</td><td>Invoice pending review Jen/Nora</td></tr><tr><td>Poinsette Foundation</td><td>\$5,000 (Lunch Sponsor)</td><td></td></tr><tr><td>AdventhHealth</td><td>TBD</td><td>Submitted app last week</td></tr><tr><td>Massey</td><td></td><td>They are evaluating</td></tr><tr><td>OUC</td><td></td><td>Pending</td></tr></table> | Sponsor | Amount | Status | USB/Laubach | \$ 5,000.00 | Invoice pending review Jen/Nora | Rollins/Holt | \$ 2,500.00 | Invoice pending review Jen/Nora | VisitOrlando | \$ 2,500.00 | Invoice pending review Jen/Nora | Poinsette Foundation | \$5,000 (Lunch Sponsor) | | AdventhHealth | TBD | Submitted app last week | Massey | | They are evaluating | OUC | | Pending |
| Sponsor | Amount | Status | | | | | | | | | | | | | | | | | | | | | | | |
| USB/Laubach | \$ 5,000.00 | Invoice pending review Jen/Nora | | | | | | | | | | | | | | | | | | | | | | | |
| Rollins/Holt | \$ 2,500.00 | Invoice pending review Jen/Nora | | | | | | | | | | | | | | | | | | | | | | | |
| VisitOrlando | \$ 2,500.00 | Invoice pending review Jen/Nora | | | | | | | | | | | | | | | | | | | | | | | |
| Poinsette Foundation | \$5,000 (Lunch Sponsor) | | | | | | | | | | | | | | | | | | | | | | | | |
| AdventhHealth | TBD | Submitted app last week | | | | | | | | | | | | | | | | | | | | | | | |
| Massey | | They are evaluating | | | | | | | | | | | | | | | | | | | | | | | |
| OUC | | Pending | | | | | | | | | | | | | | | | | | | | | | | |
| 8. | Scholarships (Deb Kelly) | | | | | | | | | | | | | | | | | | | | | | | | |
| | <div>a. The WEC scholarship website has been updated as we are now accepting 2025 applications through 6/30: https://www.wecorlando.com/Scholarship-Application-Information/</div> <div>b. WEC members are encouraged to spread the word.</div> <div>c. Any WEC member who is interested in volunteering to review 5-10 applications (on 6/25-7/10), please contact Deb at dkelly@siena.edu</div> | | | | | | | | | | | | | | | | | | | | | | | | |
| 9. | Events (Vacant) | | | | | | | | | | | | | | | | | | | | | | | | |
| | <div>a. No report provided.</div> | | | | | | | | | | | | | | | | | | | | | | | | |
| 10. | Marketing (Norma Mercado) | | | | | | | | | | | | | | | | | | | | | | | | |
| | <div>a. Information needed to update the website and prepare email for May's luncheon.</div> <div>b. Awaiting feedback from the 2025 Logo Soup draft that was submitted. Carina advised to remove AdventHealth and OUC until we hear back from them.</div> <div>c. Norma will be unavailable for a few weeks due to upcoming surgery.</div> | | | | | | | | | | | | | | | | | | | | | | | | |
| 11. | Social Media (Heather Numa Bell not present) | | | | | | | | | | | | | | | | | | | | | | | | |
| | <div>a. No report provided.</div> | | | | | | | | | | | | | | | | | | | | | | | | |
| 12. | Activities (Heather Wylam not present; Carina provided the report) | | | | | | | | | | | | | | | | | | | | | | | | |
| | <div>a. A virtual food drive with Second Harvest Food Bank will be incorporated in our May luncheon.</div> <div>b. Encouraging more participation from those that lack evening and weekend availability, a weekday community engagement event with United Against Poverty will soon be offered from 9:30 am – 12:30 pm.</div> | | | | | | | | | | | | | | | | | | | | | | | | |

| | |
|---------------------------------|--|
| | c. Deb notified the group that the Girl Scouts of Citrus Council are currently in a cookie emergency. With a need to sell thousands of boxes that were ordered in excess, the Board will continue to brainstorm solutions to help our community partner. |
| 13. | Registration (Jean Horning & Patrizia Harrington) |
| | a. March luncheon totals: Total Headcount: 55 Total Paid: 52 seats invoiced x \$45 = \$2340 <i>NOTE: There were 4 members who paid but did not show</i> |
| Section IV. Old Business | |
| | None |
| Section V. New Business | |
| | None |
| Section VI. Adjournment | |
| | Deb Kelly motions to adjourn our meeting at 6:48 pm, Yarmmys Vargas seconds motion. All in favor, the Board approves motion. |