



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

Section I. General Information	
Location:	&Barr Meeting Room
Date:	January 11, 2025
Call to Order:	11:05 AM
Attendees:	Carina Borkon, Yarmmys Vargas, Mia Poinsette, Jennifer Pollock, Jennifer Wade, Heather Wylam, Reshell Smith, Heather Numa Bell, Darlene VanderLaan, Janine Krokey, Diane Diaz
Guests in Attendance:	None
Unattended:	Deanna Snyder, Carol Enriquez, Nora Buning, Deb Kelly, Norma Mercado, Dauri Sandison, Nancy Mireles, Patrizia Harrington, Jean Horning, Lauren Mendelsohn
Submitted By:	Mia Poinsette
Section II. Important Dates	
	<ul style="list-style-type: none"> a. January 14, 2025 – Monthly Luncheon at Second Harvest Food Bank w/ Speaker Dr. Monica M. Gordon b. January 25, 2025 – Girl Scouts Mega Cookie Drop volunteer opportunity from 12-5 pm c. February 11, 2025 – Monthly Luncheon at Second Harvest Food Bank w/ Speaker Beth Robertson d. February 18, 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. Carina Borkon welcomed the Board and Committee Members. Voting and non-voting board roles were discussed. Bylaws and detailed information pertaining to our operating programs (APWT, TreasureIt and RoundCube) were reviewed. b. The Board expressed positive feedback about the anticipated move of our monthly luncheons to Second Harvest Food Bank of Central Florida. Carina Borkon shared the additional notion that nonprofit organizations should support each other. c. The Board was reminded that monthly luncheons are scheduled to occur on the second Tuesday of the month (except in June, October and December) and a headcount is due to Second Harvest Food Bank of Central Florida one week prior. Although there is no minimum from a catering perspective, it was emphasized that at least 40 attendees will be needed to break even. Board members were encouraged to continue engaging guests and new members at the luncheons. The Board was also made aware of the President's luncheon tickets which are available to attract new guests and potential members. d. Board meetings are scheduled to occur on the third Tuesday of the month at 6 pm and the Executive Board will meet on the same day at 5 pm. Timeliness to meetings was emphasized and only two missed meetings will be allowable. e. Carina Borkon confirmed that of 105 total members, 60 joined in 2024. Credit was given to a more robust social media presence and Yarmmys Vargas' persistent follow-up for guests.

2.	Vice-President (Carol Enriquez not present) a. No report provided.
3.	Treasurer (Jennifer Pollock; Darlene VanderLaan provided report) a. Ended 2024 with \$10,778.75 in our scholarship fund and \$30,710.45 in our operating fund; netting \$675. b. Jennifer Pollock will continue to work with Darlene VanderLaan during her transition in this role.
4.	Membership (Yarmmys Vargas & Jennifer Wade) a. Jennifer Wade moved from Events Chair to Membership Co-Chair. b. A reminder was given that all memberships are individual in nature and renewable on an annual basis. Memberships cannot be transferred to another member unless tied to a corporate sponsorship. Membership section on website to be updated with clarifying language. c. Submitted membership applications for review and consideration: <ul style="list-style-type: none"> • Carey Sealy Cogdill Role/Company: Managing Director, Global Head of Operational Excellence @ JLL Description of Work: Global Operations Executive specializing in elevating performance of organizations and people with innovation and emerging technology. Professional & Civic Affiliations & Accomplishments: IFMA. Women Leaders of Orlando professional affiliations. Saved companies hundreds of millions of dollars through technology, operating model and business transformation efforts. Built large, global high performing teams with a unique leadership style. Personal: I am married to my husband of over 22 years. I have a son studying aerospace engineering in Case Western Reserve University who will graduate in May of 2025. I have a 14-year-old goldendoodle, Levi. I have a passion for travel and gardening. I love plant. WEC: Strategic Growth Dues?: NO, account created in 2018, no activity until now that she is applying. • Kirianne Suriano Role/Company: Leadership Liaison For External Affairs @ Charter Schools USA Description of Work: Leads programs to train leaders and families on effective communication and relationship-building in local and state communities Professional & Civic Affiliations & Accomplishments: Leadership Florida Class 9, President of the Florida Association of School Administrators (FASA)- 5200 members strong!, Board of Governors Florida Chamber, Florida Chamber Political Institute (FCPI) Personal: Leadership Florida Class 9, President of the Florida Association of School Administrators (FASA)- 5200 members strong!, Board of Governors Florida Chamber, Florida Chamber Political Institute (FCPI) WEC: Expanding WEC's Circle of Influence Dues?: YES • Beth Winkopp Role/Company: Manager of IT Asset Management @ Pacific Life Description of Work: Manager of the ITAM team overlooking all technical assets globally for Pacific Life. Professional & Civic Affiliations & Accomplishments:

	<p>Personal: I am passionate about animal welfare and an avid letter writer. I recently got into Postcrossing and Letters Against Isolation.</p> <p>WEC: Strategic Growth</p> <p>Dues?: NO, & No Previous WEC history</p> <ul style="list-style-type: none"> • Shannon Peterson Role/Company: Senior Director @ Bank of New York Description of Work: Relationship Management Client Experience for Asset Servicing Professional & Civic Affiliations & Accomplishments: Personal: Married with an 8 year old daughter, live to dance, walks outside, we have a rescue dog and are new to Florida since June WEC: Mentorship Dues?: NO, & No Previous WEC history. Attended WAA first time, donated \$300 toward scholarships. <p><i>Jennifer Wade motions to approve Kirianne Suriano to membership as her dues are paid in full. Diane Diaz seconds motion. All in Favor, Board approves new member.</i></p> <p><i>Diane Diaz motions to approve Carey Sealy Cogdill, Beth Winkopp and Shannon Peterson to membership pending payment of dues. Heather Numa Bell seconds motion. All in Favor, Board approves these three new members.</i></p>
5.	<p>Mentorship (Reshell Smith & Diane Diaz)</p> <p>a. Reshell Smith (Membership Mentorship) – needs date confirmation for an after-hours member showcase. The event will consist of a member panel to help our membership pool get unified and better acquainted. Identifying Grape & the Grain Wine Bar as a potential location, a suggestion was made that the initial panel consist of the Committee Chairs to both explain our internal components and recruit more participation.</p> <p>b. Diane Diaz (Student Mentorship) – will convert Terri Bordeaux’s spreadsheet to a Google Doc for easier accessibility and to capture updates in real time. Mentor requests will be sent to membership in early July with a follow up by August 1st to generate a suitable match list. Typically, by August 5th the organization knows how many scholarships will be distributed and the recipients are notified. Carina Borkon stated that she will provide Diane Diaz with a member list containing selected categories to assist with the matching process. Diane Diaz also suggested that more potential mentors could be attracted with the creation of a new slide containing a QR code to display at our monthly luncheons.</p>
6.	<p>Programs (Nancy Mireles not present; Carina Borkon provided the report)</p> <p>a. Carina Borkon reminded Board members that we do not have luncheons in June due to historic low attendance, in October due to the Women Achievement Awards or in December due to the holidays.</p> <p>b. The confirmed list of 2025 monthly speakers are:</p> <ul style="list-style-type: none"> • January – Dr. Monica Gordon • February – Beth Robertson, Community Outreach Manager at Cookies for Kids' Cancer (American Heart Month) • March – Arlene Blake, Women on the Rise (Women’s History Month) • April – Cabbie Brooks • May – Cindy Price and Dr. Patricia Burlaud (Women’s Health / Financial and Mental)

	<ul style="list-style-type: none"> • July – Offsite meeting with Florida Executive Women (Potential location and speaker: Space Coast/ Charlie Blackwell-Thompson) • August – JoAnn Newman (hosted at the Orlando Science Center) • September – Sarah Gal (World Orlando) • November – No speaker; member’s only luncheon and Elections w/ Holiday food drive component
7.	Sponsorships (Janine Krokey)
	<ol style="list-style-type: none"> a. Emailed list of 40 contacts for those who donated in 2023 and 2024. A Google Doc was also created to obtain a collective list of donors. Board members were encouraged to review the list and edit/ update regularly. b. Carina Borkon reported that we are behind in sponsor solicitation. Diane Diaz suggested a few grants that we could potentially apply for and will research options. c. Carina Borkon will provide an update to Janine Krokey of sold-out sponsorships so the sponsorship packet can be updated accordingly.
8.	Scholarships (Deb Kelly not present)
	<ol style="list-style-type: none"> a. Heather Numa Bell suggested that we streamline the scholarship application by incorporating JotForm into the process. This will also eliminate manual manipulation to the spreadsheet. Heather Numa Bell will consult with Deb Kelly.
9.	Events (Vacant)
	<ol style="list-style-type: none"> a. Inaugural 1972 Society Breakfast will occur at the end of April or early May. This complimentary event will be held for 1972 Society members (those who have donated a full \$1,972) and their guest at Katherine Gerscovich’s home in Winter Park. After learning of the current “One in a Million” theme, it is hopeful that the 1972 Society members will contribute further toward our scholarship fund. A suggestion was made to confirm the total number of current 1972 Society members. b. The annual Scholarship Social is expected to occur in August. The group discussed targeted invites to extend beyond Board members, sponsors and 1972 Society members. c. The VIP Reception for Women Achievement Award nominees will return to Celebration Title Group in September. d. The Women Achievement Awards will return to The Abbey. Carina Borkon will start the contract process on the week of 1/20/25. Discussion of logistics, parking and noise level will be discussed at a later time. As City of Orlando Mayor Buddy Dyer provided a proclamation at our 50th Anniversary Celebration to declare the week of October 13th as Women Achievement Awards Week, this year’s event will tentatively be held on October 16th.
10.	Marketing (Norma Mercado; not present)
	<ol style="list-style-type: none"> a. Update needed to website’s homepage to reflect our new luncheon location at Second Harvest Food Bank of Central Florida. b. Add an annual timeline of events to the website to increase awareness and to encourage more attendance. c. The Board discussed the advantage of promoting marketing ads on our website as added member and sponsor benefits. d. Carina Borkon confirmed although APWT is very inexpensive, a comment box cannot be added to the checkout page for luncheons at this time.

	e. Usage of Mailchimp was suggested as a possible solution to improve emails and increase text capability. As there are government ruling laws related to nonprofits and mass texts, Carina will consult an attorney from our member pool to explore options.
11.	Social Media (Heather Numa Bell)
	a. Board members were encouraged to be more active online by liking, sharing and tagging posts. b. Heather Numa Bell will focus on creating and uploading more carousels. c. Board members were reminded to avoid overwhelming Heather Numa Bell while she updates our social media platforms by contacting Carina Borkon with any new suggestions. d. Heather Numa Bell requested full access to our social media accounts; Carina Borkon will resolve the issue.
12.	Activities (Heather Wylam)
	a. These confirmed and potential community engagement events were discussed: <ul style="list-style-type: none"> January 25, 2024 – Girl Scouts Mega Cookie Drop (Board was encouraged to sign up; suggestion made to bring our retractable banner) March 1, 2025 – Ronald McDonald Advent House (Share a Meal event for up to 7 volunteers from 4-7 pm) March 2025 – Baby DJ 106.7 Operation Princess Project support with prom dress collection or steaming June 2025 – TBD (Suggestions for a no cost, member gratitude event include wine tasting or candle making) Fall 2025 – Boys and Girls Club volunteer event with scholarship recipients b. The purchase of volunteer shirts was recommended to highlight our group at events.
13.	Registration (Jean Horning not present)
	a. No report provided.
Section IV. Old Business	
Section V. New Business	
Section VI. Adjournment	
	Darlene VanderLaan motions to adjourn our meeting at 2:16 pm, Reshell Smith seconds motion. All in favor, the Board approves motion.