Ignite Women's Council Meeting - Meeting Minutes – Feb. 10, 2025

Council Members Present: Dani Cashion, Kim Rodgers-Clora, Cecilia Evans, Melissa Fowble, Dr. Jessica Greene, Jessica Kirkland, Ashley Nelson, Lisa Poston, Alison Roark, Anna Strickland, Diane Toth.

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

Meeting called to order at 9:03 a.m. by Cindy Gettig.

Welcome — Cindy Gettig

Everyone introduced themselves and what organizations they represented.

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.

2025 Ignite Events (Events already confirmed) — All

- Myrtle Beach Classic Breakfast (May 5 - 8:30 a.m. - Marriott Myrtle Beach Resort & Spa) – changed from the Grande Dunes Club
- Education event (July 17 - 11:30 a.m. - The Grove at Coastal Grand) – Cindy met with Brittany Donatelli-Parks to teach a class
- Headshots & Happy Hour (August 28 - 4:30 p.m. - Bank of America) – we will choose a nonprofit for everyone to bring donations for, last year's nonprofit was the Period Project
- Women & Wine Wednesdays (February 19, April 16, August 13, October 1, December 10 - 5 p.m. - Duplin Winery)
- Women's Golf Lessons/Networking event (discussion item) – Cindy and Hatton are going to meet with Steve Mays to finalize details

Ignite Women's Conference — All

- Theme –
    - There were a few suggestions from Dr. Jessica Greene, Jessica Kirkland, Anna Strickland and Lisa Poston. Some of the suggestions were: perseverance, curious, beyond boundaries, breaking through glass ceilings, bending the boundaries, rise & thrive – relation and power within, breaking barriers – building legacies, fearless and unstoppable – women leading the way.
- Speaker Ideas -
    - Cindy will use the BigSpeak agency again to choose keynote speaker. Some suggested Etta Carter, Horry County Adult Education for a breakout speaker focusing on mental health. She was the keynote speaker for the MLK Breakfast and was very good. Another suggestion was Katrina Spigner.
- Other –
    - The group mentioned doing the conference from 8 a.m. – 3 p.m. would be preferred and lunch would be the main portion of networking and even having a networking session similar to speed networking.
    - Kema asked if there were any DJ suggestions and someone suggested DJ Dmidd.
    - The lighting needs to be improved for the speakers because it was difficult to see them on the stage.
    - Would like to continue with having the max of 27 vendors
    - Tidelands Health will be the Presenting Sponsor again
    - Would like to incorporate a raffle for attendees this year and have each sponsor provide something towards it as well as see if SV Bedding would be willing to donate a furniture piece
    - Apart of the theme could include a Pink Wall since it will be in October and we can do a Pink Shout Out at the end of the conference
- Breakout Sessions –
    - Some breakout speakers suggested were Heather O'Neil, Angel Livingston which is local to the Conway area and could speak on mental health. Would like to have three breakout sessions at one time and then have a panel discussion as a breakout session option. It would be like a fireside chat type, similar to how we did with Dawn Staley. Some breakout session ideas were mental health, self-defense course (which could potentially be another event), personal branding, confidence in color – clothing lines and health.

Other Discussion Items — All

Adjourn — Cindy Gettig

Meeting adjourned at 10:00 a.m. by Cindy Gettig.