

**MINUTES OF THE 2024 ANNUAL GENERAL MEETING OF PRIMETIME  
BUSINESS AND PROFESSIONAL WOMEN'S ASSOCIATION  
HELD AT THE GREAT ROOM AFRO-ASIA LEVEL 8, 63 ROBINSON ROAD,  
SINGAPORE 068894 ON THURSDAY 9 MAY 2024 AT 7.30 P.M.**

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Board of Directors: President – Angela Low  
Vice President – Julie Kenny  
Treasurer – Florence Bostyn  
Marketing Director (Internal) – Alison Cowan  
Marketing Director (External) – Esther Benschop  
Partnerships Director – Ayse Korkmaz

Absent with Apologies: Secretary – Danielle Bateman

[These minutes should be read with Appendix A – copy of presentation slides]

**Attendance**

The attendance was 31. The list of attendees is attached at Appendix B.

With 31 members in the meeting by 7.30pm, quorum was achieved per Article 8.11 of the Constitution of PrimeTime Business and Professional Women's Association (PrimeTime). The Annual General Meeting (AGM) commenced promptly at 7.35pm, after an hour of dinner and networking. Chairman of the meeting, Julie Kenny, gave a warm welcome to all members present.

Before starting on the agenda items, Julie shared that members can view or download the reports related to the AGM through: <https://primetime.org.sg/annual-general-meeting>. She further informed that similar to the last AGM, all resolutions tabled at the AGM would be voted upon by way of an electronic polling process – Mentimeter.

**1. Agenda Item No. 1 - To receive and adopt the minutes of the last AGM held on 13 April 2023**

There being no comments and questions raised, the Minutes of the 2023 AGM were accordingly adopted unanimously.

**2. Agenda Item No. 2 - To receive the President's Report including Annual Report of the Board for 2023/2024**

Angela Low, President; Julie Kenny, Vice President & Programmes Director; Esther Benschop, Director Marketing (External) & Alison Cowan, Director Marketing (Internal) shared some highlights and achievements for the year 2023. A copy of the presentation slides is at Appendix A.

Highlights of the presentation are set out below:

**2.1 Board of Directors & Board Term**

Angela shared that the current 2023/2024 board was different from the 2022/2023 board as circumstances changed for some volunteers. This led to an incomplete leadership team at

different periods throughout the past year which resulted with some volunteers taking on multiple roles. Despite the challenges, she is grateful to all board directors and their supporting teams for their dedication and commitment to see their roles through to the end; in order to ensure a smooth handover to the new incoming 2024/2025 Board. A change in the constitution at last year's AGM to transition from a two-year to a one-year board term should help prevent role vacancies in future leadership teams moving forward.

## 2.2 Strategic Pillars

Angela then went on and summarized the four strategic pillars the 2022/2024 board adopted at the start of their term:

- Maximise Engagement,
- Achieve Operational Excellence,
- Becoming a Partner of Choice and lastly to
- Drive a Purposeful Evolution.

Key highlights and achievements are summarized below:

- a) Maximizing Engagement: The Events Team organized >70 diverse events catering to various interests, fostering connections, and addressing widespread member needs such as professional development, wellness, and networking.
- b) Achieving Operational Efficiency: Initiatives (e.g. a new website, Glue Up and Google Workspace) were prioritized to streamline processes, optimize resource allocation, and leverage technology to enhance efficiency across operations, resulting in improved effectiveness in membership management, event coordination, and community engagement.
- c) Becoming a Partner of Choice: Strategic alliances with organizations e.g. SCWO & AmCham, businesses e.g. The Great Room, The Hive, and individual members were forged to broaden reach, access resources, and offer enhanced opportunities for all members.
- d) Driving a Purposeful Evolution for the Non-Profit: Emphasis was placed on continuous growth and evolution to better serve the evolving needs of the community.. The implementation of the Glue Up CRM system provided valuable data insights that helped in strategic decision-making.

## 2.3 Membership

Angela then moved on and shared that in 2023, PrimeTime navigated a changing membership landscape due to external factors e.g. high rentals in Singapore driving expatriate families away from Singapore among other reasons. Despite welcoming over 90 new members, there was a decline in membership renewals from 50% to 30%. This change did not impact overall membership numbers so far.

The board also leveraged data analysis from Glue Up to understand member demographics. The data showed the importance of prioritizing younger members and local Singaporeans to join our community. While it was challenging that the board lacked a dedicated Membership Director, the current board is optimistic the incoming team can develop data-driven recruitment plans to boost membership numbers and serve the diverse needs of both entrepreneurs and professional women in the community.

## 2.4 Events

Angela then shared key highlights from the Events Team next:

- This lean team has hosted nearly 70 events since the last AGM catering to a wide range of interests, including professional development, wellness, social events and cultural experiences. Essentially there was something for everyone.
- Through feedback from members, new initiatives related to more community bonding activities and networking were introduced. The first Speed Networking event organized in early 2024 was very well received and more of such events were requested.
- In addition, frank discussions on previously taboo topics and issues affecting women are finally being organized rather than shied away.

Angela then thanked members for their contributions especially those who stepped up to be speakers at our events. She also thanked the volunteers who took it upon themselves to organize ad-hoc events for members at large because they wanted to uplift and empower fellow women. These efforts did not go unnoticed and definitely further strengthened PrimeTime's position as a dynamic and inclusive community.

Some highlights on our financials as well as some snippets from our programmes and marketing teams were briefly shared by Angela. Florence Bostyn, Julie Kenny, Alison Cowan & Esther Benschop will provide specific details to the report later.

Finally as outgoing President, Angela expressed gratitude for the opportunity to serve PrimeTime. She acknowledges the collective effort of past and present volunteers in upholding PrimeTime's mission, especially the founding members e.g. Juanita Woodward and all the women that have come before us nearly three decades ago. In closing, she also thanked all members, volunteers, and partners for their contributions and support to PrimeTime's success. She also expressed full confidence in the incoming 2024/2025 Board to continue advancing PrimeTime's mission of empowerment and community upliftment.

## 2.5 Programmes

Julie Kenny, Programmes Director shared the summary from the Programmes Team. In 2023, no Coaching, Leadership or Mentoring programmes were executed due to limited volunteer resources. However, several outreach activities were run for community engagement; namely Beach Clean Up, and "Make a Wish" Initiative Christmas Box appeal for our adopted charity Chen Su Lan Methodist Children's Home. In 2024, the Leadership Programme just concluded in April with plans for Coaching and Mentoring Programmes to be run later in the year.

## 2.6 Marketing

Marketing Directors – Alison Cowan (Internal) and Esther Benschop (External) shared that significant strides in the marketing team's efforts started with the establishment of a dedicated team. Together, the focus was to streamline existing communication channels, integrate marketing efforts across all platforms, and utilize the website more effectively for event promotion.

The team updated PrimeTime's Mission and Vision Statement and refined messaging with detailed Personas that represented the PrimeTime demographic.

To boost awareness of the organization, the team ran multiple brand campaigns, leveraging the platforms from Honeycombers and AmCham. With the partnership with Smartnews, the team issued press releases which were picked up by Bloomberg. Targeted campaigns were executed for key events and programmes, which included International Women's Day and the PrimeTime Leadership Programme.

To engage members, the team focussed on a Member Spotlight campaign – featuring PrimeTime diverse membership base, sharing exclusive benefits from members and also promoting member led events through various channels.

Overall, these efforts have significantly raised PrimeTime's profile, deepened community engagement, which resulted in new members joining PrimeTime.

With no questions from the Members. The President's Report including Annual Report of the Board for 2023/2024 was received and adopted, and the resolution was passed by majority vote of 30.

### **3. Agenda No. 3 - To pass the audited Financial Statements for the financial year ended 31 December 2023**

Florence Bostyn, Honorary Treasurer, presented the Financial Statements and highlighted the following:

1. 2023 saw the change in the Financial Year ending on 31 December instead of 31 January as in previous years.
2. Despite no adjustment to the annual membership fees (i.e. increased income), there was an improvement in income from events. Gross income decreased mainly due to the absence of income from programmes which only resumed in 2024.
3. Direct and indirect costs were effectively managed and optimized to preserve liquidity. With the complete and full redesign of the website, IT and website related expenses were noticeably smaller compared to previous years.
4. Overall, the FY2023 saw a smaller loss, aligning with the budget.

Monika Strum asked for more details about the AmCham membership that PrimeTime has as an expense. Angela clarified that the special membership with AmCham is only offered to current PrimeTime volunteers as a volunteer benefit.

Monika Strum also enquired if we were putting funds in fixed deposits, except for a small amount set aside for operating expenses. Florence shared that PrimeTime had a UOB fixed deposit account in the past but this was closed in June 2021 by the previous board. Angela suggested that a fixed deposit account could be something the next incoming board could investigate further and consider if they deem it feasible. Juanita Woodward shared that per the PrimeTime bylaws, the organization must maintain a reserve of Singapore dollar 20,000- or 6-months operating expenses; whichever is the greater of the two amounts.

Milita Dsilva wanted to clarify where our largest expenses were from. Florence confirmed that they were from events i.e. 2<sup>nd</sup> Thursdays which are largely subsidised for members.

With no further comments from the Members. The audited Financial Statements for the year ended 31 December 2023 were duly approved with a majority vote of 26.

### **4. Agenda No. 4 - To re-appoint Messrs. Edwin Tay & Co as Auditors for the following term 2024/2025.**

The Chairman proposed Resolution 4 as follows:

“RESOLVED that Resolution 4 as set out in the Notice of the Annual General Meeting be approved”.

The Chairman then invited questions from the Members.

Monika Strum enquired about the using an audit firm vs current PrimeTime members as honorary auditors. Angela Low responded that per the PrimeTime constitution, a Certified Public Accountants firm needs to be appointed as auditors at each Annual General Meeting for a term of one year.

With no other questions from the Members. The resolution to re-appoint Messrs. Edwin Tay & Co as Auditors for the following term 2024/2025 was passed unanimously.

#### **5. Agenda Item No. 5 - To adopt the presented slate of nominees for PrimeTime's 2024-2025 Executive Board**

This year, the Nominations Committee consisted of 3 current board members – Angela Low, Julie Kenny & Florence Bostyn, all who have decided to step down when their board term ends later in June.

Angela shared the 2024/2025 board structure which now consists of two potential positions for Vice President (made possible by the change in bylaws last year) and the addition of a Volunteer Director to be part of the board.

At the end of the nominations period, 16 nominations were received for all positions except for President, Events Director and Membership Director. The sole candidate for Vice President position was invalidated. Other than the Treasurer and Partnerships Director positions, all other positions were returned unopposed.

The proposed slate of nominees for the 2024/2025 Executive Board are:

- Secretary - Anne Kariithi\*
- Treasurer - Katja Hinchcliffe
- Marketing Director (Ext) - Esther Benschop
- Marketing Director (Int) - Alison Cowan
- Partnerships Director - Milita Dsilva
- Programmes Director - Ling Chong
- Volunteer Director - Sarah Lo\*

\*Absent with Apologies

Each nominee was then given the opportunity to introduce themselves and address the members. Following the nominees' speeches, members were given the opportunity to ask questions related to the elections.

With regards to the unfilled roles, especially the role of President among the other vacant roles, Angela shared that per PrimeTime by-laws:

10.3.2. Any vacant Board position at the AGM will remain vacant. At the AGM no nominations will be accepted from the floor.

10.3.3. In the event that the nominations received do not fill all vacant Board positions, the elected Board members may appoint members to assume the roles and responsibilities of the unfilled positions.

No absentee ballots were received and with no other questions from the Members. The presented slate of nominees for the 2024/2025 Executive Board was approved unanimously and the resolution was passed.

Angela congratulated the 7 women for their appointment on the 2024/2025 Board of Directors.

#### **6. Agenda Item No. 6 - To discuss Any Other Business**

No additional agenda items were brought forward by members.

#### **7. Agenda Item No. 7 - Volunteer Recognition**

As per the PrimeTime bylaws Article 8.2.1.6, volunteer recognition and appreciation is done at every AGM. Angela invited each and every board member up to receive a memento of appreciation for their hard work over the past year. All members who were volunteers during the term of the 2022/2024 Board also received a token of appreciation – this included board deputies, board team members and lastly the Events-SIG team members who make up the largest group of volunteers within PrimeTime.

Angela encouraged everyone present to consider taking up a volunteer role as PrimeTime needs all the help it can get. The organization would not be where we are today without the support and dedication of our wonderful team of volunteers.

The formal AGM ended at 8.50pm followed by photo taking and a short period of networking. Each member took home a self-made water marbled coaster from Slik Studios as the 2024 AGM souvenir.

Notes:

The above is a summary and not a verbatim record of the matters discussed.

Recorded by: Esther Benschop, Marketing Director  
Vetted by: Angela Low, President  
Approved by: PrimeTime Executive Board 2023/2024