

**MINUTES OF THE 2025 ANNUAL GENERAL MEETING OF PRIMETIME
BUSINESS AND PROFESSIONAL WOMEN'S ASSOCIATION
HELD AT THE AMERICAN CLUB - THE BALLROOM, 10 CLAYMORE HILL
SINGAPORE 229573 ON THURSDAY 8 MAY 2025 AT 6.30 PM**

Board of Directors: President – Esther Benschop
Vice President – Ingeborg Wicherson
Treasurer – Katja Zehner - Hinchcliffe
Secretary - Anne Kariithi
Marketing Director (Internal) – Alison Cowan
Marketing Director (External) – Saumya Pandey
Programmes Director – Lauren Munsch

Absent with Apologies: Second Vice President / Volunteer Director - Sarah Lo

[These minutes should be read with Appendix A – copy of presentation slides and Appendix B - copy of proposed Constitutional Amendments].

Attendance

The attendance was 43. The list of attendees is attached at Appendix C.

With 43 members in the meeting by 8:00pm, 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 8:01pm, after an hour and a half of Trade Fair, dinner and networking, Chairman of the meeting, Anne Kariithi, gave a warm welcome to all Members present.

Before starting on the agenda items, Esther firstly thanked the Member entrepreneurs for being here tonight and showcasing their amazing work. She also reminded Members there would be a raffle at the end of the evening as well.

Esther shared that Members can view or download the reports related to the AGM through: <https://primetime.org.sg/annual-general-meeting> and Lauren Munsch took us through how to use Kahoot for voting during the AGM and that we would follow a similar format to the last AGM, all resolutions tabled at the AGM would be voted upon by way of an electronic polling process through Kahoot.

1. Agenda Item No. 1 - To receive and adopt the minutes of the last AGM held on 8 May 2024

35 approved so the resolution was passed. 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 2024/2025

President – Esther Benschop, Vice President and Events Director – Ingeborg Wicherson, Treasurer – Katja Zehner - Hinchcliffe, Marketing Director (Internal) – Alison Cowan, Marketing Director (External) – Saumya Pandey and Programmes Director – Lauren Munsch

shared some highlights and achievements for the year 2024-2025. 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

The President shared that the 2024–2025 term was marked by significant progress and resilience. Despite a delayed start and early structural challenges, the Executive Board quickly stabilized and delivered on key priorities. She highlighted that over 90 new members were welcomed, community engagement grew through more than 50 events, and operational foundations were strengthened. Strategic partnerships were deepened, and new initiatives — such as the WhatsApp Community, Coaching Network, and improved onboarding processes — were successfully launched. The President concluded that the year clearly demonstrated PrimeTime’s continued relevance as a dynamic, inclusive space for professional women in Singapore.

2.2 Strategic Pillars

The President then went on and summarized the four strategic pillars the 2024/2025 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:

1. Maximize Engagement – Building a Vibrant, Inclusive Community

- Launched the PrimeTime WhatsApp Community (nearly 50% member uptake)
- Hosted 50+ diverse events including Second Thursdays, SIGs, and Volunteer Connect
- Introduced Coaching Network and Mentorship Support to deepen member value

2. Achieve Operational Efficiency – Strengthening Our Foundation

- Documented key workflows in IT, Finance, Events, and Membership
- Improved onboarding and communications; renegotiated tech contracts (cost savings)
- Created a centralized archive system dating back to 2006

3. Become a Partner of Choice – Strengthening Strategic Alliances

- Expanded partnerships with SCWO, AmCham, Expat Living, and others
- Secured a media partnership with Expat Living (free subs, ads, event promotion)
- Members also supported PrimeTime through business discounts and services

4. Drive Purposeful Evolution – Shaping the Future of Our Non-Profit

- Reimagined key events and published an updated value proposition
- Launched the Advisory Council for strategic oversight
- Started using Glue Up data to better understand member needs and engagement

2.3 Membership

The President announced that over 90 new members joined PrimeTime during the 2024–2025 term, representing more than 30 nationalities. She noted that, despite a dip in the renewal rate from 33% to 23% in the first half of the year — due to technology challenges and a gap in leadership — overall membership remained stable. In the second half of the year, targeted campaigns, member spotlights, an enhanced value proposition, and the introduction of the WhatsApp Community helped improve engagement and retention. As of May 2025, PrimeTime has 145 active members.

2.4 Volunteers

The President presented that PrimeTime’s volunteer base remained strong throughout the year, with a peak of 58 active volunteers. She acknowledged the vital role volunteers play across all areas of the organisation and expressed deep appreciation for their dedication. Key developments included the formation of a dedicated Volunteer Team, improved onboarding (including Board welcome sessions), and stronger connections through Volunteer Connect events and the volunteer WhatsApp group. She also noted that the drop in volunteer numbers in early 2025 — primarily due to relocations — highlighted the importance of succession planning. The President concluded by encouraging all members to consider volunteering as a rewarding way to grow and contribute to the community.

2.5 Events

The Events Director presented that events continued to be at the heart of PrimeTime’s mission, with over 50 events delivered during the 2024–2025 term. These included professional masterclasses, wellness sessions, and social gatherings such as Second Thursdays, Coffee Connects, and SIG meetups. She highlighted that event formats were reimaged to encourage deeper networking, and Speed Networking was particularly well received. The President praised the Events Team and SIG Chairs for their creativity and commitment in offering relevant and inclusive programming that supported both career development and personal wellbeing.

2.6 Programmes

The Programmes Director shared that the Programmes Team focused on personal and professional development through initiatives such as the Mentorship Programme and the newly formed Coaching Connect community. Although a leadership programme planned for February 2025 was cancelled due to low enrolment, other efforts were successful, including the creation of online mentor profiles and a coaching platform offering discounted sessions. She also noted that the Outreach team organised two key initiatives: participation in the Pink Ribbon Walk and the “Gift of Education” campaign with Aidha. These demonstrated PrimeTime’s continued commitment to supporting women’s health and education.

2.7 Marketing

Both Marketing Directors highlighted that the Marketing Team played a key role in boosting PrimeTime’s visibility and member engagement. Externally, brand consistency improved across social media channels and a successful partnership with Expat Living enhanced reach. Internally, communication was streamlined through regular eNews, targeted emails, and post-event surveys. The launch of the WhatsApp Community in April 2025 also provided a dynamic new channel for real-time member engagement. She concluded by noting that in 2025 the Marketing portfolio would be restructured under one unified Director role for better strategic alignment and efficiency.

3. Agenda No. 3 - To pass the audited Financial Statements for the financial year ended 31 December 2024

Katja Zehner-Hinchcliffe, Treasurer, presented the Financial Statements and highlighted the following:

Despite a financial loss of \$8.1k for the year, the organisation remained under budget and made significant progress in improving financial sustainability. She noted that this was the first year in over a decade that membership fees were increased — by \$10 — to ensure long-term viability. Key achievements included better event cost recovery, more timely membership fee collection, tighter budget controls, and anticipated savings from renegotiated IT service contracts starting July 2025.

Grace Chew enquired about the two different 2023s included in the financial report, asking for further clarification. Katja advised that the reason for the two financial years in 2023 is that there was a change in the financial year end. Therefore the one marked 2023(1) was for the 12 months ending 31 January 2023 and the one marked 2023(2) was for the 11 months ending 31 December 2023.

There were no further questions or comments from the Members. The audited Financial Statements for the year ended 31 December 2024 were duly approved with a majority of vote of 33.

4. Agenda No. 4 - To re-appoint Messrs. Edwin Tay & Co as Auditors for the following term 2025/2026.

The Chairman proposed Resolution 4 as follows, and advised their quote was reviewed and considered to be competitive.

There were no questions from the Members. The resolution to re-appoint Messrs. Edwin Tay & Co as Auditors for the following term 2024/2025 was passed unanimously with a vote of 37.

5. Agenda Item No. 5 - To approve the proposed Constitutional Amendments

The Chairman went through the various proposed amendments, highlighting the existing rule and the proposed changes and the explanations and reasoning for the change. She also explained the proposed inclusion of a new section on an Advisory Council. See Appendix B for the full list of proposed Constitutional Amendments.

The Chairman then asked Members to vote on the ordinary resolution ***'To proceed with the vote for the proposed constitutional amendments'*** which was passed unanimously by 35 votes.

Prior to the vote on the Special Resolution, Members were invited to raise any questions regarding the amendments.

Chee Jia Ho suggested that the wording “resign from the Board with written notification giving one month’s notice” be amended to “resign from the Board in writing, giving one month’s notice”. Anne noted this amendment and advised the wording would be changed.

Megumi Yoshinaga asked for clarification on why an amendment for an advisory council would be needed. Anne clarified that this is not saying an advisory council is needed, the amendment is creating a vehicle if it should be needed in the future, allowing a board, if they wish to vote, on creating an advisory council and how the relationship would work.

Megum Yoshinaga then posed a follow up question on how this advisory council would or could help a PrimeTime board specifically. Anne added further clarification that much like how Corporate boards can use non-executive board members when a different view or specific expertise is needed the Special Advisory Council could act in a similar way for the PrimeTime Board.

Bharti Chhonker asked for clarification on the use of “Members” in the new rule, number 11, as it wasn't clear if this meant Member of the Council or Member of Primetime. Anne clarified that this would mean ‘Member of the Advisory council’ and would be updated to ensure that was clear.

Chee Jia Ho, also asked for clarification on what was meant when Anne had said that comments and changes had been ‘noted and minuted’. Anne clarified that this means that these comments will be included in the minutes for the meeting and the agreed changes will be included the amendments to the PrimeTime Constitution (should Members vote to have these changes made).

The Chairman then asked Members to vote on the Special Resolution - ‘To amend the Constitution of PrimeTime Business and Professional Women’s Association as per the proposed Amendments’ which was passed unanimously by 34 votes.

6. Agenda Item No. 6 - To adopt the presented slate of nominees for PrimeTime's 2025-2026 Executive Board

This year, the Nominations Committee consisted of 3 members – Shilpa Karia, Dolon Mitra, Ploy Srisa-am.

The president shared the 2025/2026 board structure which now consists of one marketing director instead of two, and without a partnership director.

At the end of the nominations period, 16 nominations were received for all positions. Because of the many vacant positions, the Nominations Committee decided to focus on the mandatory positions first. It’s on the new board to fill in the positions of Marketing Director, Programmes Director and Events Director.

The proposed slate of nominees for the 2025/2026 Executive Board are:

- President - Grace Chew
- Vice presidents - Raisa Cervantes and Megumi Yoshinaga
- Secretary - Anne Kariithi (ad interim)
- Treasurer - Glenna Goh
- Volunteer & Membership Director - Louisa Lau

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, the president 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 2025/2026 Executive Board was approved unanimously by 26 votes and the resolution was passed.

The President congratulated the 6 women for their appointment on the 2025/2026 Board of Directors.

7. Agenda Item No. 7 - To discuss Any Other Business

No additional agenda items were brought forward by members.

8. Agenda Item No. 8 - Volunteer Recognition

As per the PrimeTime bylaws Article 8.2.1.6, volunteer recognition and appreciation is done at every AGM. The president invited all volunteers up to the stage to receive a memento of appreciation for their hard work over the past year. All members who were volunteers during the term of the 2024/2025 Board received a token of appreciation – this included board members, board deputies, board team members and the Events-SIG team members who make up the largest group of volunteers within PrimeTime.

The president 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 10:00pm followed by photo taking and a short period of networking.

Notes:

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

Recorded by: Alison Cowan, Internal Marketing Director

Vetted by: Ane Kariithi, Secretary

Approved by: PrimeTime Executive Board 2024/2025