

Virginia Tech Alumni Association
Richmond Chapter Board Meeting
November 17, 2020
6:00 pm
Virtual Meeting

- I. CALL TO ORDER: The meeting was called to order at 6:06 pm by Elyssa Mackey, who welcomed officers and guests.

BOARD MEMBERS:

Elyssa Mackey, President	Vernon Wildy, Ambassador, 2021
Jason Habel, Past President	Lauren Knowles, Ambassador, 2021
Aaran Kelley, Vice President	Eugene Pogue, Ambassador, 2022 (absent)
Steven Smith, Treasurer	Charlie Wood, Ambassador, 2022
Cotter Starnes, Communications	Emma Bradberry, Ambassador, 2023
Patrice Strachan, Recording Secretary	Steve Smith, Ambassador, 2023 (absent)

GUESTS:

Liz Fillman, VT Richmond Center	Taylor Campbell, Young Alumni
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- II. APPROVAL OF MINUTES: The October minutes were approved as written.

III. OFFICER REPORTS

- a. Treasurer: Steven reported the bank balance is \$43,800. Activities this month included final payments to the two RVA Career Expo consultants, Dr. Dave Miles and Business Actuators, LLC. Steven is working to track all chapter expenses. IRS Form 990, Return of Organization Exempt from Income Tax, was filed for the year. Steven participated in the Budget Committee meeting held the previous evening.
- b. Secretary: Patrice explained the new security protocol for virtual Chapter meetings. Zoom links will no longer be posted publicly. Patrice will email Board members each month with the Zoom link. All others interested in attending virtual board meetings must register on our website or Meetup site, using Google Forms. Registrants will receive the Zoom link by email. All Zoom attendees will be first placed in a waiting room, and then admitted by meeting hosts.
- c. Communications Director: Cotter had no official report; however, she was recently promoted at work. As her workload has increased significantly, she will be less available for chapter activities over the next few months. Consequently, her time availability for Chapter communications is diminished and she requested that anyone needing communications assistance to please text her. Elyssa discussed the need to find potential volunteers to help with communications.
- d. Vice President: Aaran reported the Budget Committee met the previous evening and had another good meeting. They have a better plan for building the budget this Spring.
- e. President: Elyssa reported she and Aaran are at work to develop a Strategic Planning session for the Board to participate in next year. They will meet on 11/18 to begin planning.

IV. UPCOMING EVENTS & COMMITTEE REPORTS

- a. RVA Career Expo Recap:
 - a. Patrice reported that although the October Virtual Expo was deemed a success, we haven't determined if another virtual expo should be hosted.

A virtual event requires much more volunteer effort, and the chapter will need to increase volunteer support if we host another virtual event. Charlie commented that in-person, on-site expos are much more successful, and suggested we wait until we are able to host in-person. The Board agreed that the final decision whether to host a virtual Expo in March, 2021 needs to be made in December.

- b. Patrice reported that the October Virtual Expo helped us eliminate \$15,000 in liabilities from the postponed March, 2020 Expo, as we were able to clear balances carried over from 52 companies. However we are still carrying \$16,700 in liabilities for 53 companies who paid last March and do not want to participate in a virtual job fair. Patrice suggested we may want to “clean the slate”, by contacting the 53 companies and give them two options, either to: 1). Accept a refund for the fees paid last March; or 2). Permit us to convert their payment into a charitable donation for our chapter’s scholarship fund. Jason asked that we reach out to these companies by early December in order to clear the balance by year-end. Jason, Charlie, and Elyssa volunteered to work with Patrice to coordinate. They will meet in early December and report back to the Board.
- b. Monthly Chapter Events
 - a. November 18: Virtual Hokies Helping Hokies at 8 am: Jason reported that James Crenshaw from Gather, was originally scheduled to be the guest at the November meeting, however he was unable to confirm, and will try to reschedule James for the December HHH meeting. As a result, tomorrow’s meeting will be a more traditional networking event. There are three currently registered to attend and Jason welcomed all board members to join them.
 - b. November 18: Tech on Tap: Package Delivery in the Age of COVID
 - c. December 9: Ginny Ritenour is organizing a special edition of Chapter Cheers with a Hokie Holiday Party at 6 pm. Stay tuned for more information.
- c. Scholarship: no report.
- d. Community Service: See RVA Career Expo Recap above.
- e. Technology: no report.
- f. Young Alumni: Taylor reported that she attended the Welcome to the City event; about 2 or 3 alumni attended. Nothing else is planned for Young Alumni right now as the weather cools and COVID prevents indoor gatherings.
- g. Diversity: no report.

V. COMMENTS/GENERAL DISCUSSION:

- a. Vernon Wildy reported he heard from the Hokies vs. Hoos Food Fight organizers. Things are up in the air right now as far as an event for 2021, and Vernon will keep us posted.

VI. NEW BUSINESS:

- a. Future Fundraiser Ideas: Elyssa thanked everyone who completed a survey. Most popular ideas were:
 - a. Merchandise sold on our website - Elyssa asked for help setting up a online store.
 - b. Amazon Smile (also possibly Kroger) - we need to promote this more
 - c. Virtual 10K – Elyssa asked for volunteers interested in organizing

- d. Charlie added a new idea to auction off signed football & basketball on eBay. We need to request from Christie.
 - b. Elyssa will keep the fundraising document live for future work and ideas.
 - c. NEXT STEPS: Elyssa asked if for volunteers to serve on a fundraising committee. Taylor and Aaron agreed to help.
- VII. NEXT MEETING: Elyssa recommended and the Board agreed to skip the December meeting scheduled on 15th. An Expo committee meeting will be held in early December and the Board will be kept informed by email of any decisions and action items.
- VIII. ADJOURNMENT: The meeting was adjourned at 6:47 pm.