

Virginia Tech Alumni Association  
Richmond Chapter Board Meeting  
March 16, 2021  
6:00 pm  
Virtual Meeting

- I. CALL TO ORDER: The meeting was called to order at 6:04 pm by Elyssa Mackey, President, who welcomed all Board Members and guests. A quorum of eleven members was present.

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
Steven Smith, Treasurer (absent)	Charlie Wood, Ambassador, 2022
Cotter Starnes, Communications	Emma Bradberry, Ambassador, 2023
Patrice Strachan, Recording Secretary	Steve Smith, Ambassador, 2023

GUESTS:

Christi Lineberry, VT Alumni Relations	Todd Buttner, VT Class of 2017
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- II. APPROVAL OF MINUTES: The February 16, 2021 minutes were approved as written.

III. OFFICER REPORTS

- A. Treasurer: Elyssa reported in Steven's absence. There was nothing extraordinary to report for the month, and the bank balance remains at approximately \$43,000.
- B. Secretary: No Report.
- C. Communications Director: Cotter asked for information when postings are needed and reminded to provide graphics for standard events. She will set aside time each weekend to schedule posts on social media. Christi offered to schedule a meeting to recruit additional communication volunteers.
- D. Vice President: No report.
- E. President: Elyssa reported that our Chapter earned Third Place on Giving Day and received a \$300 prize was added to our scholarship account. She thanked all alumni who participated, shared, and donated to this event.

IV. UPCOMING EVENTS & COMMITTEE REPORTS

- A. RVA Career Expo Recap:
  - a. Patrice reported that 15 companies remain on the liability list from the March 2020 Expo. CVent, the mobile app developer, agreed to our amendment to their proposal. However, they would not agree to add a Force Majeure clause. A motion passed to accept the proposal and allow Patrice to sign the contract.
- B. Monthly Chapter Events
  - a. Hokie vs. Hoos Food Fight (March 15 – April 5): Vernon reported he has set up several promotions for the event, including radio spots. The entire event will be online this year due to COVID. As of the meeting, the Richmond Hokies are in the lead. Vernon will update the scores weekly. The link to donate is at <https://give.feedmore.org/campaign/hokies-vs-hoos-2021/c329969>
  - b. Women in Business Event hosted by Pamplin & College of Liberal Arts & Human Sciences (March 31): "COVID, Careers, and Connecting": Registration is open for this virtual event.

- c. Memorial Blood Drive (April 13, 1:00 – 6:00 pm): The American Red Cross will host this event, and Eugene is coordinating. It will be at the Drury Plaza Hotel, 11049 West Broad Street, Glen Allen, VA 23060. Eugene will have a Flyer ready tomorrow. The link to sign up is on the Red Cross website.
  - d. Virtual Run and Remembrance (April 16). Details are on our website.
- C. Scholarship: Lauren reported Christi would send the info and link right after the Board Meeting. We will start promoting to local students this week. Christi added that there would be a training session on Academicworks, the new scholarship platform VT is utilizing.
  - D. Community Service: The Big Event was moved to April 17 to align with Virginia Tech's student events. Cotter motioned that we make the April 13th Blood Drive the Richmond Hokies' Big Event this year. The Motion passed unanimously.
  - E. Technology: Eugene spoke w/Gerry, deactivated all domain services we aren't using.
  - F. Young Alumni: Elyssa will check with Taylor Campbell to see if we can host an activity now that the weather has improved.
  - G. Diversity: Eugene had no report.

#### V. COMMENTS/GENERAL DISCUSSION

- A. Charlie contacted Lisa Parrish to discuss CARES grant opportunities for the Chapter and determined none for which we would qualify.
- B. Charlie has been managing the LinkedIn Company page, Elyssa and Patrice Steven are admins. Charlie offered to help with postings for our events.

#### VI. NEW/OLD BUSINESS:

- A. Elyssa announced that we would hold a Strategic Planning meeting hosted by Todd Bradberry with Parallel Management Company. The Board agreed to hold the event on Wednesday, April 21, from 5:00 – 7:00 pm.
- B. Virginia Tech is sponsoring a Crowdfunding event from April 26 through May 9. The Board agreed to participate, to generate funds for our scholarship program, with the goal of raising \$15,000.
- C. Eugene reminded the Board of previous discussions regarding the purchase of a trailer to store our merchandise. The Board agreed to table this to a future meeting.

VII. NEXT MEETING: April 20, 2021, at 6:00 pm.

VIII. ADJOURNMENT: The meeting was adjourned at 6:55 pm.