

Virginia Tech Alumni Association
Richmond Chapter
Board Meeting
October 20, 2020
6:00 pm
Virtual Meeting

- I. CALL TO ORDER: The meeting was called to order at 6:04 pm by Elyssa Mackey who welcomed Board Members & Guests.

BOARD MEMBERS:

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

GUESTS:

Christi Lineberry, Virginia Tech	Liz Fillman, VT Richmond Center
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- II. APPROVAL OF MINUTES: The September minutes were approved as written.

III. OFFICER REPORTS

- 1) Treasurer: Steven reported it's been a quiet month. We sent \$499 to Feed More for matching donations. Steven participated in the Budget Committee meeting on Monday night.
- 2) Secretary: Patrice No report.
- 3) Communications Director: Cotter asked Elyssa to remind everyone to email her if you have anything to communicate.
- 4) Vice President: Aaran reported the Budget Committee met Monday night for the first time. They identified areas to focus on. First and foremost, the Board needs to create an annual budget and budgets for each committee. The annual budget should be approved prior to each Fiscal Year, so that each committee knows their budget, and allowance for spending each year. We're in a unique time during COVID where there are few expenses except the RVA Career Expo. By next month they hope to have all regular expenses identified, so that in June we can present a full budget to the Board for approval. Aaran reminded the board that the budget should be informed by the mission and vision of the Chapter.
- 5) President: Elyssa – Thanked everyone for all the work with the RVA Career Expo. We're happy with how it turned out. It was a great event!

IV. UPCOMING EVENTS & COMMITTEE REPORTS

- 1) RVA Career Expo Recap: Patrice reported last week's Expo was a success. 54 Companies and 677 individual job seeker tickets were ordered. The Zoom platform worked very well. Dr. Dave Miles, our Zoom host did a fantastic job and we were 100% satisfied with his work. Companies and Candidates will be sent post-event surveys, and Lessons Learned are being documented. A post-mortem meeting is scheduled for Wednesday, October 28.
- 2) Monthly Chapter Events:
 1. October 21: Virtual Hokies Helping Hokies at 8 am: Jason reported they will meet in the morning. Last month 9 people attended, and Jason hopes more will attend this month. This month they will begin featuring a Hokie-run business. Alex Nette with Hive Systems will report on cyber security, in honor of cyber

security month. Jason invited everyone to attend. To attend you need to register on Eventbrite.

2. October 22: Chapter Cheers: Life Lessons from the Lab: Happy Hour planned by Virginia Tech.
3. October 27: Welcome to the City Event: This replaces the welcome new alumni event. Any alumni new person to Richmond. A panel will answer questions about Richmond. All board members are invited to attend.
- 3) Scholarship: no report.
- 4) Community Service: no report.
- 5) Technology: Emma reported the Google Drive is still available to store reports.
- 6) Young Alumni: No report.
- 7) Diversity: No report.

V. COMMENTS/GENERAL DISCUSSION:

- 1) Liz Fillman has a new role, Asst Director of the VT Richmond Center. Liz invites opportunities to collaborate. She would like to support the Chapter any way she can. Future opportunities include a Diversity and Inclusion event for the hospitality industry on Nov. 10. She is also interested in evaluating the space at the Center. A task force has been created and Elyssa will be representing VTAA to determine the future use of the space. Liz has created a brief survey and invites feedback on how the center can support the alumni in the area.
- 2) Charlie Wood reminded everyone to use Meetup to promote our events, and the advantages of using the platform.
- 3) Aaran asked the board to consider “who we are” as a board, what we do, and why we do it. We have an opportunity during this unique time to do a deeper dive through a formal strategic planning session. Aaran is seeking a consultant to help develop the plan.

VI. NEW BUSINESS:

1) Future Fundraiser Ideas:

Elyssa asked each board member for ideas. They will be compiled and evaluated to determine the best option.

1. Christy – pull past scholarship winners. Emailing the local area and highlighting the scholarship awardees. Doing direct solicitation on our behalf.
2. Christy – crowdfunding campaign in the Spring (possibly near Giving Day) for one month solicit to your area. Also solicit volunteers to donate their time.
3. Patrice: Car Auction
4. Cotter: Virtual Race. (10K or 5K) with competitors, prizes.
5. Liz: Add a kids 1-miler. Best costume prizes.
6. Vernon: Scavenger Hunt. Teams compete.
7. Vernon: Beer Crawl
8. Elyssa: Sell VT Merch on our website.
9. Aaran: Something like the Hokie socks. A new version of our shirt, a mug, etc. Contest to design the item.
10. Charlie: Find a vendor to handle the manufacturing, delivery. We handle the marketing and collections. Bonfire is a local company that offers this service.
11. Steven: Amazon Smiles campaign. Kroger Community Awards.
12. Liz: 50/50 Raffle tied with football and basketball games.

VII. NEXT MEETING: November 17th @ 6:00pm via virtual platform

VIII. ADJOURNMENT: The meeting was adjourned at 6:50 pm.