

Tidewater Chapter Business Meeting Minutes

When: Tuesday, February 7, 2023; 6 pm

Where: Union Ale House

Attendees:

Amy Cheatham

Chris Jennings

Bryan Cross

Kristen Lowe

Tony Flores

Olivia Mallett

DeShon Gilliam

Robyn Walters

Lynell Helms

I. Agenda Items

➤ Social Team – DeShon Gilliam

- The Basketball Watch Party/Food Drive (joint event with UVA Alumni) at Waterside on 1/18 collected 217 items, which helped 45 local families. Both Chapters expressed interest in doing another joint event in the future.
- Hokie Happy Hour – 2/15 @ 6pm; Elation Brewing
- There will likely be no Hokie Happy Hour in March (in support of Hokie Business Network event)
 - **Action Item: DeShon to coordinate Hokie Happy Hours for April – June**
 - **Action Item: Robyn to contact Jennifer (liaison) to determine if Blacksburg will be sponsoring a new alumni event in May/June similar to last year's event (and, if not, whether they consider providing support to one we organize).**

➤ Special Events – Lynell Helms

- Tides game – contacted our Chapter to inquire about doing an event
 - **Action Item: Robyn to return the contact and obtain details/inquire about options for event**
- Anticipate holding April 16th Remembrance “3.2 for the 32” with North End Run Club again this year on either 4/15 or 4/16
 - Details due to Blacksburg by 3/17
 - **Action Item: Tony to contact North End Run Club to begin coordination**
- Winefest
 - 5/6 @ Town Point Park
 - Board approved motion to purchase two tables in January; intent to target a new demographic and promote membership (~\$900)
 - DeShon is working with Fest Events to coordinate details
 - A future meeting will likely be needed (tentatively in March) to organize re: swag, representatives, promotion, and other strategy
 - **Action Item: DeShon to continue coordination**
 - **Action Item: Robyn to coordinate planning meeting once details are confirmed by DeShon**
- Golf Tournament
 - 6/2 at Heron Ridge
 - **Action Item: Chris to confirm date with course**

- Need new flyer and sponsor materials by March meeting
- A future meeting will be needed (tentatively late March/April) to organize
- Student Send Off
 - Tentative 5/21 from 4-7pm at Shorebreak
 - Details due to Blacksburg by 3/17
 - **Action Item: Chris to confirm details**
- Service – Tony Flores
 - Big Event
 - Will be held on 4/1
 - Details due to Blacksburg by 2/27
 - **Action Item: Tony to finalize event**
- Scholarship – Amy Cheatham (replacing Ashley Sumner)
 - Application is active
 - Closes on 4/28
 - Review period from 5/1 through 5/12
 - Finalists notified no later than 5/17
 - Interviews conducted on 5/23 and 5/24 at Chris’s office
 - **Action Item: Amy to have reviewers and interviewers confirmed no later than end of March**
 - **Action Item: Amy to coordinate demo/training in April**
 - An email/letter has been drafted (sent to Board members for review) and POCs for each high school in our footprint have been identified; purpose of increasing awareness
 - **Action Item: Amy to send emails to all POCs no later than 2/17/2023**
 - **Action Item: Robyn/Olivia to develop social media announcement (target 2/17/2023)**
 - Tentatively able to increase total awards to \$20k
 - Decision made to keep the same number of finalists this year (number of recipients from finalists TBD pending applications/interviews)
 - This is the last year Chapters will be able to request/obtain transcripts with the application
 - Will need to craft a question related to coursework for coming years
 - Some chapters have already had to do this, so we can likely get examples of what is working for them
 - VTAA team continues to work with VT Financial Aid regarding chapter concerns over desired timeline for scholarship selections
- Communications/Marketing – Robyn Walters
 - Olivia Mallett has volunteered to take over this role
 - **Action Item: Robyn and Olivia to coordinate turnover**
 - Chris was able to reach JP regarding our website
 - **Action Item: Chris to coordinate re-build with JP; Board to give input on layout/content**
 - We need to purchase significant amounts of new materials
 - Tentative list brainstormed
 - **Action Item: Chris to pull pricing together and distribute to Board for e-mail vote**

II. Executive Committee Reports

- Treasurer – Bryan Cross
 - Treasury report sent pre-meeting
 - Reminder for team to provide receipts, if any, for reimbursement
- Secretary – Amy Cheatham
 - Chapter Chat on 2/9 at noon
 - Topics: Giving Day, Big Event, Student Send-off
 - Tony tentatively able to attend
 - Giving Day has been announced
 - 2/15- 2/16 (noon to noon)
 - DeShon has registered to be an ambassador
 - Chapter needs to be prepared to promote heavily on social media with a direct link to our scholarships
 - **Action Item: DeShon to link Chapter QR code to Giving Day landing page before 2/15 Happy Hour**
 - Upcoming deadlines
 - Big Event participation form – 2/27
 - April 16th activities – 3/17
 - Student Send Off participation form – 3/17
- Young Alumni – Olivia Mallett
 - Discussion around promoting WineFest activities
- Volunteer/Engagement – John Harris (absent)
 - No report
- Tidewater Hokie Business Network – Chris Jennings
 - Happy Hour 3/21 – possibly at Three Notch'd
 - Targeting a lunch event with a speaker in May/June
- President – Robyn Williams
 - Will be attending a volunteer event in DC in February
 - Innovation Campus
 - Only one attendee per chapter
 - Requested that we get better coordination for VT-related events coming into our footprint (e.g., recent Tennis event)
 - **Action Item: Robyn to follow up on autographed basketballs**

III. Miscellaneous/Open Discussion

- None

Next meeting: 3/7/2023 @ 6pm
Location: Union Ale House, Virginia Beach