

Tidewater Chapter Business Meeting Minutes

When: Tuesday, March 7, 2023; 6 pm

Where: Union Ale House

Attendees:

Cindy Bird

Robert Bird

Amy Cheatham

Bryan Cross

Tony Flores

DeShon Gilliam

Chris Jennings

Jake McCowan

Katelyn Phelps

Robyn Walters

- I. Welcome to two new faces – Katelyn Phelps and Jake McCowan! We look forward to getting you involved and continuing to see you at our meetings/events!

II. **Agenda Item**

➤ Social Team – DeShon Gilliam

- There will be no Hokie Happy Hour in March as we're targeting similar in support of Tidewater Hokie Business Network
- The April Hokie Happy Hour is confirmed for 4/20 from 5:30-7:30pm at Ocean View Beach Tavern
 - **Action Item: DeShon to coordinate Hokie Happy Hours for May and June**
 - **Action Item (carryover from February meeting minutes): 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 (absent)

- Tides game – contacted our Chapter to inquire about doing an event
 - **Action Item (carryover from February meeting minutes): 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
 - Tony contacted North End Run Club and is waiting on confirmation
 - **Action Item: Tony to complete coordination with North End Run Club**
 - **Action Item: Tony to provide details to Blacksburg no later than 3/17**
- Winefest
 - 5/6 @ Town Point Park
 - DeShon is still working with Fest Events to coordinate details
 - A future meeting will likely be needed (virtual; in April) to organize re: swag, representatives, promotion, and other strategy
 - **Action Item: DeShon to finalize coordination before the April Chapter meeting**
 - **Action Item: Robyn to coordinate planning meeting once details are confirmed by DeShon**

- Golf Tournament
 - Confirmed for 6/2 at Heron Ridge
 - **Action Item: Chris to complete sponsorship flyer no later than April Chapter meeting**
 - We will be preparing registration packets and selling mulligans/raffle tickets in advance – the website will need to be able to accommodate this
 - A future meeting will be needed (tentatively late April/early May) to finish organizing the details and assign specific tasks
- Virginia Sports Hall of Fame Induction
 - We will do some promoting
 - **Action Item: Robyn to email the details to Tidewater Hokie Club to make sure they have awareness**
 - **Action Item: Tony to post event to website**
 - **Action Item: Robyn to create social media posts**
- Student Send Off
 - Confirmed for 5/21 from 4-7pm at Shorebreak
 - **Action Item: Robyn to provide details to Blacksburg no later than 3/17**
- Service – Tony Flores
 - Big Event
 - Will be supporting a cleanup event with Lynnhaven River Now on 4/1 from 9am – noon
 - Exact location TBA
 - Tony has submitted the details to Blacksburg
 - Details due to Blacksburg by 2/27
 - **Action Item: Tony to post event to website**
- Scholarship – Amy Cheatham (replacing Ashley Sumner)
 - Application is active
 - Schedule remains as planned (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 (carryover from February meeting minutes): Amy to have reviewers and interviewers confirmed no later than end of March**
 - **Action Item (carryover from February meeting minutes): Amy to coordinate demo/training in April**
 - Amy sent the approved email to the identified POCs for each high school in our footprint have been identified; purpose of increasing awareness
 - **Action Item (carryover from February meeting minutes): Robyn to develop social media announcement (Amy to send link)**
 - Continue to anticipate increasing total awards to \$20k
 - Lots of changes in the pipeline for the coming years related to information we cannot request, process timeline, etc.
 - It’s likely that we’re not going to be 100% happy or on-board with the upcoming changes; however, we’ll need to start figuring out how to integrate/adapt fairly quickly once this year’s process wraps up. Our liaison has already started to think through it and Amy remains in contact.

- Communications/Marketing – Robyn Walters
 - Olivia Mallett has volunteered to take over this role
 - **Action Item (carryover from February meeting minutes): Robyn and Olivia to coordinate turnover**
 - Website re-build
 - **Action Item: Tony to take lead and coordinate with JP**
 - We need to purchase significant amounts of new materials
 - Tentative list brainstormed
 - **Action Item (carryover from February meeting minutes): Chris to pull pricing together and distribute to Board for e-mail vote**

III. Executive Committee Reports

- Treasurer – Bryan Cross
 - Treasury report sent pre-meeting – we have approximately \$17k in operating account
 - Reminder for team to provide receipts, if any, for reimbursement
 - We earned \$3284 on Giving Day and will also receive \$200 from Blacksburg
- Secretary – Amy Cheatham
 - Upcoming deadlines
 - Big Event participation form – 2/27
 - April 16th activities – 3/17
 - Student Send Off participation form – 3/17
- Young Alumni – Olivia Mallett (absent)
 - No report
- Volunteer/Engagement – John Harris (absent)
 - No report
- Tidewater Hokie Business Network – Chris Jennings
 - Networking Happy Hour on 4/6 from 5:30-7pm at Wasserhund Virginia Beach
 - Purpose of the event is to promote the network and allow those in attendance to hand out cards, wear their company name tag, etc
 - We will provide a comprehensive list of attendees and industries/companies they represent to those that attend
 - **Action Item: Tony to set up a Google Docs folder for the Business Network**
- President – Robyn Williams
 - Attended Volunteer Event in DC
 - Was notified that the Volunteer Leadership Forum has been moved to the first weekend in August

IV. Miscellaneous/Open Discussion

- None

Next meeting: 4/4/2023 @ 6pm
Location: Union Ale House, Virginia Beach