

Tidewater Chapter Business Meeting Minutes

When: Tuesday, February 22, 2022; 6 pm

Where: Chicho's Little Neck

Attendees:

Valerie Carpenter-Ho

DeShon Gilliam

Joe Myers

Bryan Cross

Chris Jennings

Robyn Walters

Tony Flores

Kristen Lowe

I. Agenda Items

- Engagement Team – Chris Jennings
 - Discussion of the need to put information for new event attendees into a spreadsheet for MailChimp.
 - Need a chapter email account – there is a tidewaterhokies@gmail.com address
 - Discussion of the preference to return to previous website rather than continuing to use AlumniSpaces platform.
 - Tony has created a Tidewater Hokes Google calendar.
- Social Team – DeShon Gilliam
 - Details for upcoming Hokie Happy Hours confirmed:
 - 2/24/2022 – Wasserhund Chesapeake
 - 4/20/2022 – Elation Brewing
 - Dates for upcoming Hokie Happy Hours awaiting confirmation:
 - 3/24/2022
 - 5/19/2022
 - Discussion of basketball watch parties
 - **Action Item: DeShon to look at possibilities for tournament dates**
- Special Events – Chris Jennings
 - Golf Tournament – 6/3/2022
 - Coach Pry is unable to attend, but Chris received a letter noting that he does want to come down to the area
 - Kickoff meeting tentative for 3/3/2022 (mid-day/virtual) to discuss planning efforts and initiate actions
 - **Action Item: Chris to finalize meeting plan and coordinate announcement/details**
 - **Action Item: Chris to initiate process of sponsorships (e.g., securing title sponsor) and finalize flyer/sponsorship form**
 - New Student Send-off
 - Targeting May 22 at Shorebreak
 - VT @ ODU football in Norfolk on 9/2/2022 OR 9/3/2022
 - Anticipate doing another pep rally (night before) and tailgate (day of)
 - Coordinating with Jason with ODU
 - April 16th Remembrance
 - Tony working on a meet-up at either Mount Trashmore or on Shore Drive to do 3.2 miles on 4/16/2022

- Holding the event on Shore Drive could be coordinated with a Spring Game watch event/social at Shuckers afterwards
- Rico working to get Tony a POC
- Service – Tony Flores
 - Big Event
 - Equi-Kids (2626 Heritage Park Drive, VA Beach) – 4/9/2022 at 9am
 - Tony has put in the t-shirt request
 - **Action Item: Tony to create a Facebook event**
- Scholarship – Amy Cheatham (on behalf of Ashley Sumner)
 - We have started to receive applications; some completed and others initiated.
 - **Action Item: Ashley to continue periodic checks on applicant numbers**
 - **Action Item: Ashley to propose ways to advertise the scholarship**
 - **Action Item: Chris will coordinate with Ashley to potential opportunity to coordinate engineering applicants with another Board offering the possibility to get a full 4-year scholarship.**
 - Anticipated schedule:
 - Application deadline: April 29, 2022
 - Reviews completed: May 13, 2022
 - Interviews: May 24-25, 2022
- Communications/Marketing – Robyn Walters
 - Spring mailer contents – Hokie Happy Hours, Big Event, Golf Tournament
 - A decision was made to use \$75 to promote Hokie Happy Hours and Big Event through Facebook advertising.
 - **Action Item: Robyn to contact Christi with Spring mailer info; we need to include our QR code.**

II. Executive Committee Reports

- Treasurer (Bryan Cross)
 - \$11,395 in operating account
 - \$4,000 is restricted
- Secretary (Amy Cheatham)
 - Absent - No report
- President (Chris Jennings)
 - Discussion of other events (Pig Picking/Plant Sale and Now and Then Event) tabled