

Tidewater Chapter Business Meeting Minutes

When: Tuesday, January 11, 2022; 6 pm

Where: Chicho's Little Neck

Attendees:

Lakala Abrams

DeShon Gilliam

Robyn Walters

Amy Cheatham

John Harris

Tony Flores

Chris Jennings

I. **Agenda Items**

- Engagement Team – Chris Jennings
 - The attendee lists from the Parent Event and New Student Send-off have been located. More discussion to follow regarding how best to use these lists.
- Social Team – DeShon Gilliam
 - Decent turn-out for Bowl game watch party at Waterside
 - For awareness, Tapped has closed – no longer available for our events
 - Dates proposed for monthly Hokie Happy Hours (Thursdays)
 - Discussion of basketball watch parties
 - **Action Item: DeShon to evaluate dates and locations and confirm for Hokie Happy Hours and basketball watch parties so Robyn can develop/post event announcements**
- Special Events – Chris Jennings
 - Golf Tournament – 6/3/2022
 - Kickoff meeting tentative for 1/25/2022 (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**
 - **Action Item: Chris to reach out to Coach Pry's office and issue invitation**
 - VT @ ODU football in Norfolk on 9/3/2022
 - Anticipate doing another pep rally/tailgate
 - April 16th Remembrance
 - Informal meet-up at Mount Trashmore to do 3.2 miles on 4/16/2022
 - More discussion to follow regarding event, communications, etc.
- Service – Tony Flores
 - Salvation Army Christmas Depot went well; still may be an issue with perceived(?) “caps” on attendance set by Salvation Army influencing turn-out
 - Big Event – 4/9/2022
 - **Action Item: Tony to start planning coordination efforts**

- Scholarship – Amy Cheatham (on behalf of Ashley Sumner)
 - Application went “live” on 12/15/2021
 - **Action Item: Ashley to check in periodically with Christi to get applicant numbers to support planning for reviewers, gauge value in opening the process early, etc. (anticipate requesting numbers ahead of February and April Chapter meetings)**
 - **Action Item: Ashley to propose ways to advertise the scholarship**
 - Anticipated schedule:
 - Application deadline: April 29, 2022
 - Reviews completed: May 13, 2022
 - Interviews: May 24-25, 2022
- Communications/Marketing – Chris Jennings/Robyn Walters
 - The standard koozies were received and were available at the Bowl watch party. Only downside is our QR code isn’t on them because we used the previous style/avoided set-up fee.
 - Tony received additional items from Blacksburg
 - Trying to get LinkedIn account resurrected
 - Additional discussion needed around the continued use/value in using AlumniSpaces platform for the Chapter
 - Winter mailer from Blacksburg
 - **Action Item: Team to finalize content week of 1/17 to send to Blacksburg**

II. Executive Committee Reports

- Treasurer (Bryan Cross via email)
 - Activity since the last meeting included \$323 for the Welcome to the City event, \$86.90 reimbursement for the second fraudulent charge on the old card (this has stopped since new card was issued), \$25 registration fee, and purchase of koozies \$656.91.
 - Operating account has \$11,499 – recommend getting the golf sponsorships opened up soon to pad the account ahead of the tournament for advance/day-of expenses
- Secretary (Amy Cheatham)
 - The next three Chapter Chats are scheduled:
 - Giving Day and Student Send-offs – 1/20/2022 at noon
 - The Big Event – 2/17/2022 at noon
 - Scholarships and Financial Aid – 3/17/2022 at noon
- President (Chris Jennings)
 - Robyn Walters is officially the President-Elect and will move into President on 7/1/2022
 - **Action Item: Robyn and Chris to finalize transition plan**
 - **Action Item: Team to have follow-on discussion for timing of future meetings to better accommodate schedules**