

## Tidewater Chapter Business Meeting Minutes

**When:** Tuesday, March 15, 2022; 6 pm

**Where:** Chicho's Little Neck

### **Attendees:**

Amy Cheatham

DeShon Gilliam

Chris Jennings

### **I. Agenda Items**

- Engagement Team – Chris Jennings
  - Giving Day resulted in \$2645, plus \$400 from the Chapter challenge.
  - Christi also posted to Facebook that the Alumni Association finished in the top 10 for Giving Day Most Donors challenge. All chapters that received at least one donation on Giving Day will receive additional scholarship funds in time for scholarship awards.
  - Crowdfunding
    - Because of proximity to recent Giving Day and other events/efforts currently underway, it was decided that the Chapter is going to opt out of Crowdfunding
    - **Action Item: Amy to confirm whether we have to formally opt out (see Christi's email from 3/3/2022 for link)**
- Social Team – DeShon Gilliam
  - Details for upcoming Hokie Happy Hours confirmed:
    - 3/24/2022 – Old Beach Tavern
    - 4/20/2022 – Elation Brewing
  - Dates for upcoming Hokie Happy Hours awaiting confirmation:
    - 5/19/2022
    - **Action Item: DeShon to look at possibilities (either Oceanfront or Shore Drive area) for 5/19/2022 Hokie Happy Hour**
  - Discussion of basketball watch parties
    - **Action Item: Promote game-watching event for Friday, 3/18/2022 (women's game at 2:30pm; men's game at 4:30pm) – Shorebreak and Waterside**
- Special Events – Lynell Helms/Chris Jennings
  - April 16<sup>th</sup> Remembrance
    - Tony still working on the "Run for 32" on 4/16/2022
    - **Action Item: Tony to finalize details and submit the event no later than 4/1/2022 (see Christi's email from 3/3/2022 for link)**
  - New Student Send-off
    - May 22 at Shorebreak
    - **Action Item: Chris to confirm time and submit the event no later than 3/23/2022 (see Christi's email from 3/3/2022 for link)**
  - Golf Tournament – 6/3/2022
    - Clark Nexsen is confirmed as a sponsor
    - **Action Item: Robyn to contact Towne Bank**
    - **Action Item: DeShon to contact Cativa CBD (Hokie connection)**

- VT @ ODU football in Norfolk
  - Confirmed to be on 9/2/2022 (Friday)
  - Coordinating with ODU
- Service – Tony Flores
  - Big Event
    - Equi-Kids (2626 Heritage Park Drive, VA Beach) – 4/9/2022 at 9am
    - Notification already submitted; registration is open (looks like only 2 people so far)
- 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: Ashley to start identifying volunteers to review and work with Christi to determine how to get them set up, if training for using the scholarship platform is required/available, etc. (at least 3 required; total number needed based on anticipated number of applicants)**
  - Schedule:
    - Application deadline: April 29, 2022
    - Reviews completed: May 13, 2022
    - Interviews: May 24-25, 2022
- Communications/Marketing – Chris Jennings (on behalf of Robyn Walters)
  - Spring mailer contents – Hokie Happy Hours, Big Event, Golf Tournament
    - **Action Item: Robyn to submit Spring mailer info; we need to include our QR code.**
  - Anticipate that we will be returning to using our old website rather than AlumniSpaces
    - Hopefully by June
    - JP Caudill working on recovering the archived site

## II. Executive Committee Reports

- Treasurer (Bryan Cross)
  - Report via email – no expenses/changes since last report
- Secretary (Amy Cheatham)
  - Review of emails received from Blacksburg since last meeting (captured in relevant minutes above)
  - Reminder that the topic of the Chapter Chat on 3/17/2022 is Scholarships
- President (Chris Jennings)
  - Nothing additional

**Next meeting: Tuesday, 4/5/2022; Chico's Little Neck; 6pm**