

Tidewater Chapter Business Meeting Minutes

When: Tuesday, April 4, 2023; 6 pm

Where: Union Ale House

Attendees:

Valerie Carpenter-Ho

Chris Jennings

Amy Cheatham

Nancy Winborne

Tony Flores

Tom Winborne

DeShon Gilliam

I. Welcome to two new faces – Tom and Nancy Winborne! We look forward to seeing you at other meetings/events!

II. **Agenda Item**

➤ Social Team – DeShon Gilliam

- The April Hokie Happy Hour is confirmed for 4/20 from 5:30-7:30pm at Ocean View Beach Tavern

- **Action Item (carryover from previous meeting minutes): DeShon to coordinate Hokie Happy Hours for May and June**
- **Action Item (carryover from previous 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 previous meeting minutes): Robyn to return the contact and obtain details/inquire about options for event**
- April 16th Remembrance “3.2 for the 32” with North End Run Club
 - Will be held on 4/16 – time and location TBD
 - Tony followed up with North End Run Club and is waiting on final details
 - **Action Item: Tony to complete coordination with North End Run Club**
 - **Action Item: Once confirmed, update website and social media ASAP**
- Winefest
 - 5/6 @ Town Point Park
 - DeShon has confirmed that we have 2 tables – a total of 16 seats
 - Because it is Kentucky Derby weekend, our theme will be “Horse on a Treadmill”
 - The Chapter will sell the 16 seats on a first-come, first-served basis at \$50 each; once we sell out, we will provide a link to the general admission tickets and promote our tables/presence at the event to drum up participation.
 - Because of the discount received on the tables (Thanks DeShon!), a motion was approved to use up to about ~\$300 for décor, food, or other supporting needs
 - A future meeting will likely be needed (virtual; this month) to organize re: swag, representatives, promotion, and other strategy
 - **Action Item (carryover from previous meeting minutes): Robyn to coordinate planning meeting**

- **Action Item: DeShon will begin brainstorming and coordinating table and décor items**
- Student Send Off
 - Confirmed for 5/21 from 4-7pm at Shorebreak (Shore Drive location)
 - Planning (giveaways, food, registration strategies, etc.) to be confirmed at May Chapter meeting and will also require some subsequent coordination leading up to the event
- Golf Tournament
 - Confirmed for 6/2 at Heron Ridge
 - Chris sent draft flyer to Board for review; it will be posted for sponsorships once the Title Sponsor is confirmed.
 - **Action Item: Robyn to inquire with Towne Bank no later than 4/7 regarding interest in Title Sponsorship**
 - 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 (carryover from previous meeting minutes): Robyn to email the details to Tidewater Hokie Club to make sure they have awareness**
 - **Action Item (carryover from previous meeting minutes): Tony to post event to website**
 - **Action Item (carryover from previous meeting minutes): Robyn to create social media posts**
- Service – Tony Flores
 - Big Event
 - Event on 4/1 with Lynnhaven River Now was postponed because of poor weather
 - The group has proposed 4/15 as a new date; however, Tony cannot be there and we would need to identify someone who can be the “day of” coordinator. If no one can support, we will need to look at other options for an event and date.
 - **Action Item: Robyn to send an email to the Chapter mailing list to see if someone is available/willing to do the “day of” coordination on 4/15 and then liaise with Tony on the revised plan**
- Scholarship – Amy Cheatham
 - 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)
 - We will be increasing total awards to \$20k
 - Amy submitted the email addresses to the reviewers to Blacksburg and contacted the volunteers with an initial email regarding what to expect. This email included a link that was prepared by Blacksburg regarding how to access/use the Scholarship Central platform.
 - Reviewers include: Amy Cheatham, Robyn Walters, Valerie Carpenter-Ho, Lakala Abrams, Cindy Bird, and Ricky LaBlue. In the event that we don’t have a large number of applicants, not everyone may be needed.

- DeShon, Tony, and Chris have volunteered to be the Board members interviewing scholarship finalists on 5/23 and 5/24.
- **Action Item (carryover from previous meeting minutes): Robyn to develop social media announcement (Amy sent link)**
- **Action Item: Once social media posts are developed, someone with the appropriate contact (Chris??) will share with the Hokie Parents group**
- Communications/Marketing – Robyn Walters
 - Olivia Mallett has volunteered to take over this role
 - **Action Item (carryover from previous meeting minutes): Robyn and Olivia to coordinate turnover**
 - Website re-build
 - Tony has been coordinating with JP; JP has indicated that he will be out-of-pocket for approximately 2 months
 - Tony can start working on some of the website, but we will have to work around JP's schedule to get things finalized and live
 - We need to purchase significant amounts of new materials
 - Tentative list brainstormed
 - **Action Item: Chris to contact Erica with Brand Fuel**

III. Executive Committee Reports

- Treasurer – Bryan Cross
 - Treasury report sent pre-meeting
 - The report will need to be adjusted for the statements recently received
 - We have approximately \$17k in operating account.
 - We have approximately \$9400 in our scholarship account.
 - Anticipate funding the \$20k scholarship awards with \$6k from Harvey Lindsey, \$2k from Tidewater Chapter Endowment, and \$12k from the scholarship account. We might need to send a check to Blacksburg by 6/30 to fund the scholarship account at the full \$12k, but this should be workable.
- Secretary – Amy Cheatham
 - No updates
- 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
- President – Robyn Williams (absent)
 - Annual planning meeting dates of 6/6 and 6/13 present challenges
 - The meeting does not have to be on a Tuesday
 - Decision made that we would like to pursue holding the meeting at Hilton Garden Inn at Town Center again

- **Action Item: Robyn to coordinate discussion of a new date (via email) and contact Hilton Garden Inn regarding availability of a meeting room (Chris as a POC)**

IV. Miscellaneous/Open Discussion

- Tom Winborne is a member of the VTAA Board

**Next meeting: 5/2/2023 @ 6pm
Location: Union Ale House, Virginia Beach**