

Richmond Region Tourism Foundation
Meeting Minutes
January 9, 2023
8:00 a.m.
401 N. 3rd Street

I. ADMINISTRATON:

- A. Angela Kelly-Wiecek, Vice Chair, called the meeting to order at 8:02 a.m. A quorum was established.
- B. **MOTION Approval of Minutes:** The July 11th Foundation annual meeting minutes were reviewed and Ms. Ellen Robertson made a motion to adopt the minutes, seconded by Mr. Jim Holland. The vote passed.
- C. **Foundation Report:** Mr. J.C. Poma, Vice President of Community Relations introduced his team who was present for the meeting. (Tamera Harris, Director of Community Relations, Sarah Hunter, Community Relations & Event Manager, Tameka Jefferson, Community Relations Manager and Deanne Ralston, Community Relations Coordinator.)

Mr. J.C. Poma reported on a very successful 6 months for the Foundation. The finances were reviewed and it was noted that the income is high because of the RVA Sports Awards that will be held February 4th. Expenses were also reviewed and noted to be low because Sports Awards expenses have not been paid.

A grant writer has been hired and a sample grant proposal which was submitted to DuPont Spruance Community Giving was shared with the foundation board. Ms. Tamera Harris reviewed the I Am Tourism program which has just undergone a refresh with the content. The next session will be January 26th and the class will be a shorter experience. Surveys from past participants were reviewed and more videos have been produced to share with the class participants to give them more of an experience from the locals perspective. A partnership with Bryant & Stratton in Chesterfield has been formed and a class will be held for their students every other month.

Mr. Poma stated that the economic impact video has been updated and will be shared with the board of directors at the January 19th meeting.

Ms. Tameka Jefferson reviewed the BLK RVA program and noted that a mass mailing of a resource document will be sent to all black business owners and a new quarterly enewsletter will be sent out as well. Five BLK RVA businesses/event planners have been awarded a grant totaling \$14,250. Two new members have been added to the BLK RVA Advisory Team. The team consists of the following (new members in bold):

- Malissa Whitby, META
- Kia Jordan, Harris Williams
- Clarissa Bannor, Visual Arts Center of Richmond
- Steven Taylor, City of Richmond's Office of the City Council
- **Anissa Turner Randolph, Radio One**
- **Ashley White, Envoy**

Ms. Jefferson also reviewed the Out RVA program and noted that Virginia Pride had great numbers last year with the June – September events. LGBTQ training is underway with the LGBTQ Chamber of Commerce and also will certify businesses.

Mr. Poma reviewed the sports grant noting the 2023 winners. Approximately \$25,000 will be given to 13 events to assist in the promotion of their sporting events.

Ms. Sarah Hunter announced that the 2023 Foundation Golf Tournament will be held September 18th at the Dominion Club in Henrico County. The Tourism Awards & Annual Meeting will be held on Thursday, May 11th and will celebrate the 40th anniversary of Richmond Region Tourism. The RVA Sports Awards will occur Saturday, February 4th at the Altria Theater. The event will begin with a 5:30-7 p.m. VIP red carpet reception. The Virginia State University drumline will then assist guests from the reception to the theatre for the 7:15 p.m. awards show which will be aired live on CBS 6. An after-party will occur from 9-10:30 p.m., also at the Altria Theater.

The Foundation board discussed the make-up of the board and explored having the chair of the BLK RVA Advisory board on the Foundation board and possibly some sponsors of the Foundation. Mr. Neil Amin and Mr. Jim Holland noted that perhaps an advisory group be explored which would be a more "feet on the ground" advisory group that would then report to the overall Foundation board.

There being no further business to discuss, the meeting adjourned at 8:35 a.m.

Attendees: 14

Angela Kelly-Wiecek, Vice-Chair
Jim Holland, 1st Vice Chair
Ellen Robertson 2nd Vice Chair
Neil Amin, Immed. Past Chair
Bridgette Bywater, Treasurer
Lisa Sims, Secretary
Jack Berry, Richmond Region Tourism
Katherine O'Donnell, Richmond Region Tourism
Michelle Lovatt, Richmond Region Tourism
J.C. Poma, Richmond Region Tourism
Tamera Harris, Richmond Region Tourism
Sarah Hunter, Richmond Region Tourism
Tameka Jefferson, Richmond Region Tourism
Deanne Ralston, Richmond Region Tourism

Absent: 1

Dan Schmitt, Chairman