

Richmond Region Tourism
Annual Foundation Meeting Minutes
July 12, 2021
9:00 a.m.

I. ADMINISTRATON:

- A. Dan Schmitt, Chairman of the Foundation, called the meeting to order at 9:13 a.m. and welcomed staff guests, J.C. Poma and Tamera Harris as they will update the Foundation on various projects that are Foundation related. It was noted that the meeting was held immediately following the RRT Executive Committee meeting and held in person and a quorum was present.
- B. **MOTION Approval of Minutes:** The January 11, 2021 Foundation meeting minutes were reviewed. Ms. Lisa Sims made a motion to adopt the minutes, seconded by Mr. Dennis Bickmeier. The vote passed.
- C. **Foundation Overview:** Ms. Katherine O'Donnell, Executive Vice President, gave a brief Foundation overview and explained that in the past the Foundation would only meet once annually but will start meeting every six months (July and January) now that the Foundation's mission and scope have expanded to include DEI initiatives, local sports, education and the I Am Tourism programming, etc. Ms. O'Donnell stated that staff has worked to create a new more extensive budget for the Foundation and is working on a detailed work plan.
- D. **MOTION FY22 Budget, Program & Events Overview:** Mr. J.C. Poma, Director of Sports Relations, reviewed the FY22 budget with the Foundation and noted that the projected income will be \$286,275 with expenses at \$277,141. Income already raised for the fiscal year is approximately \$90,000 for the sports award gala. The budget is conservative, but vastly different from the last several fiscal years. The FY19, 20 and 21 budgets were also in the Foundation packet for comparison. Sponsorships and fundraising for events and programs are in really good shape. Ms. Tamera Harris, Manager of Events and Sponsorship, reported on the funds raised from TowneBank to cover personnel expenses as well as some new proposals recently sent to companies such as Markel. The Foundation surplus is currently at \$85,100. Ms. Lisa Sims made a motion to adopt the FY22 budget as presented. The motion was seconded by Ms. Angela Kelly-Wiecek. The vote passed.

Ms. Harris and Mr. Poma both reviewed the FY22 annual fund priorities and noted the pillars of:

- Education
- Diversity, Equity, & Inclusion
- Sports Tourism

RRT will continue to partner with Virginia State University to fund four, \$1,000 scholarships to students in the hospitality management program. The program will be expanded in FY22 to include two new scholarships for \$2,500 each for a student at Virginia State and at the VCU Center for Sport Leadership. The two new scholarships will be awarded at the RVA Sports Awards Gala in February 2022. The Foundation will continue to educate Richmond Region residents through the I Am Tourism Ambassador program. Classes will be both in-person and virtual to attract a broader and more diverse audience. The DEI pillar will continue to expand and highlight the programs of BLK RVA and Out RVA. Capital One has made a \$20,000 investment for these programs. The Sports Tourism pillar, which consists of the sports tourism grant program, awarded 15 organizations/36 events approximately \$25,000 through December 2021. Ms. Lisa Sims inquired about the marketing for the programs such as BLK RVA and Out RVA. It was noted that Richmond Region Tourism takes care of the marketing of the programs

and the Foundation is more for community-facing programming and educational workshops that relate to those programs.

- E. **MOTION** Conflict of Interest Policy: Ms. Michelle Lovatt, Vice President of Administration, presented the Conflict of Interest Policy created by legal counsel for the Foundation Board. The policy protects the interests of the Foundation, and all members of the Foundation Board are asked to sign the document annually. Ms. Lisa Sims made a motion to accept the policy. The motion was seconded by Mr. Neil Amin. The vote passed.

There being no further business to bring before the Foundation, the meeting adjourned at 9:36 a.m.

Attendees: 10

Dan Schmitt, Chairman
Angela Kelly-Wiecek, Chair-Elect
Dennis Bickmeier, Treasurer
Lisa Sims, Secretary
Neil Amin, Immed. Past Chairman
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

Absent: 2

Jim Holland, 1st Vice Chairman
Ellen Robertson, 2nd Vice Chairman