

Richmond Region Tourism Foundation
Annual Meeting Minutes
July 10, 2023
9:30 a.m.
401 N. 3rd Street

I. ADMINISTRATON:

- A. Angela Kelly-Wiecek, Chair, called the meeting to order at 9:30 a.m. A quorum was established. It was noted that Neil Amin and Ellen Robertson were absent, and Dan Schmitt participated via Zoom video conference.
- B. **MOTION Approval of Minutes:** The January 9th Foundation meeting minutes were reviewed, and Ms. Lisa Sims made a motion to adopt the minutes, seconded by Mr. Jim Holland. The vote passed.
- C. **Foundation Report:** Ms. Katherine O'Donnell, Executive Vice President, updated the Foundation Board on the three pillar's that makeup the work of the Richmond Region Foundation. A Foundation Board Report was also shared. Pillar 1 Education – consists of the I Am Tourism Ambassador training. The program was refreshed and re-launched to the community in February 2023. Approximately 230 people graduated from the training in FY23 and approximately 3,576 total graduates to date. The I Am Tourism Academy graduated 31 this past fiscal year. A partnership with Bryant & Stratton College in Chesterfield was formed and classes are held at the college location in Chesterfield. Pillar 2 Diversity, Equity and Inclusion – Approximately \$23,350 in local grants were distributed in FY23. A Foundation grant writer was hired. Atlantic Union Bank and Dominion Energy have continued their support of the Foundation with grants to cover BLK RVA outreach. Pillar 3 – Sports Tourism distributed approximately \$28,000 in sports grants. The 2nd annual RVA Sports Awards was a tremendous success.

Mike Kerr reported that for the Foundation as of June 30, income was \$356,858 and expenses were \$277,069 which is \$79,788 income in excess of expenses.

- D. **MOTION FY24 Budget:** The FY24 budget was presented which consists of \$291,690.38 in income and \$286,972.78 in expenses. Net income is budgeted at \$4,717.60. Mr. Jim Holland made a motion to adopt the FY24 Foundation budget, seconded by Ms. Lisa Sims. The vote passed.

The Foundation Board will meet again in January. There being no further business to discuss, the meeting adjourned at 9:40 a.m.

Attendees: 9

Angela Kelly-Wiecek, Chair
Lisa Sims, Chair-Elect
Jim Holland, 1st Vice Chair
Bridgette Bywater, Treasurer
Dan Schmitt, Immediate Past Chair (via Zoom)
Jack Berry, Richmond Region Tourism
Katherine O'Donnell, Richmond Region Tourism
Michelle Lovatt, Richmond Region Tourism
Mike Kerr, Richmond Region Tourism

Absent: 2

Neil Amin, Secretary
Ellen Robertson, 2nd Vice Chair

