

Women of Virginia Commemorative Commission Meeting

Monday, June 27, 2016
Senate Room A, General Assembly Building,
Richmond, Virginia

Minutes

Members in Attendance:

Senator Whipple	Delegate Jimmie Massie	G. Paul Nardo
Senator McDougle	Jacqueline C. Hedblom	Kathleen S. Kilpatrick
Susan Schaar	EJ Scott	Dr. Sandra Treadway
Secretary Nancy Rodrigues		

Senator Mary Margaret Whipple, Vice-Chair of the Commission, called the meeting to order. After Senator Whipple welcomed everyone to the meeting, each member present introduced themselves. Julie Whitlock and Krysta Jones joined the meeting by teleconference. Once there was a quorum established, the commission moved on to administrative issues. After a motion made by Susan Schaar, the agenda was approved. There was a discussion about bylaws for Gubernatorial boards and commissions, and also for 501 (c3) organizations; it was determined that bylaws are not necessary for this particular commission. Senator McDougle then made a motion to dissolve all previous committees and subcommittees of this commission so that the Executive Committee could be reconstituted. The Executive Committee now consists of the following members: Susan Schaar, Dr. Sandra Treadway, Sen. Mary-Margaret Whipple, Jacqueline Cook Hedblom, and Secretary Rodrigues. The Executive Committee will be able to approve contracts and report back to the full commission. The commission then appointed Julie Whitlock as agent. Julie Whitlock, the legal/legislative director of DGS, is appointed to act as a liaison between the commission and DGS, to consult on contracts that involve DGS, and to aid in other duties as assigned. The attorney general's office will also help with legal advice. The commission then proposed hiring a fundraiser; a motion was made by EJ Scott to hire Capitol Campaign Partners as an additional fundraising coordinator, which was followed by a discussion of their duties, with the final contract to be approved by the executive committee. The minutes were then approved after a motion by Susan Schaar.

Next, the fundraising report was given by Janet Geldzahler, the Chair of the Virginia Capitol Foundation Board. The fundraising goal is \$3.7 million for the Women's Monument itself, and the total goal for the campaign is \$10 million. The Commission was asked to approve the cost of invitations, postage, ABC license, and valet parking for the event held at the Capitol. Specifically, \$2129.06 + 226 for invites, plus \$40.18 for postage was moved, seconded and passed. The Virginia Capitol Foundation is working with several donors as well as with the Monument Group, and there are several prospects—see Alice Lynch and/or the Virginia Capitol Foundation in general for specific names. There have been several events which have already taken place and will take place in the near future, although there is still a need for members to host more events. In looking at donation patterns, donor money has primarily come from the Richmond area, and major companies have been approached to donate to the campaign as a whole—not for specific projects. WRIC did an extended piece for marketing/PR this spring, the Richmond Times Dispatch is doing a full page photo spread on the Monument Event from May

19th, and Dr. Treadway wrote an article featured in Capitol Connections. There are fundraising packets available, postcards for handing out, and materials for display.

Senator Whipple then opened up the meeting to comments from members. Secretary Rodrigues introduced Jasmine Flowers, a Governor's Fellow, who will be helping with the Women's Monument this summer. Jasmine reported that she has been working on outreach for the project through different means—she made phone calls to women's organizations in addition to working on the Facebook page to increase the number of likes, shares, and views. Krysta Jones mentioned the groups she has spoken to and events in her area. Senator Whipple reminded the commission that the 2019 commemorative committee will donate money to the monument with the hope of dedicating it during the 2019 commemoration; therefore, we hope to raise all funds by fall of 2017. An opportunity for members of the public to speak was given, but there was no public comment. The meeting adjourned at approximately 3:30 PM.