

Ralph Bunche Advisory Committee

3 p.m. – November 9, 2022

Members present: Chair Renee Parker, Secretary Phyllis Cook, Claudette Jordon, Annie Cupka, Cathy Binder, Nick Minor, Chris Clarke, Terri Rinko Mike Hubbard. Also present: Kim Cook.

Remote: Cristina Turdean, Lisa Hull, Shannon Tolliver, Tameka Heyward.

Absent: Cathy Cutright, Stephanie Burch, Pegi Wright.

Renee called the meeting to order at 3:06pm, saying the agenda and the notes from the previous meeting were at each seat, with thanks to Chris. She called for public comment and received none. She asked for subcommittee updates.

Marketing/Communications: Phyllis reported the Marketing/Communications committee was expecting an upcoming report from Shannon regarding availability of potential domain names for the Project's planned online social media sites, including Facebook, Twitter, Instagram, TikTok and Snapchat. She praised work of committee members for outreach to the community at Fall Festival and the Homecoming football game, and distribution of colorful rack cards at various locations around the county detailing the two non-profits.

Museum/Historical: Claudette reported the Museum/Historical subcommittee was to research information on Ralph Bunche III to invite him to participate in a future ceremonial occasion regarding the planned Museum. Lisa chimed in that Wikipedia lists him as a human rights lawyer.

She also said they would look at the various uses put to the school following the county's formal integration at a new King George High School completed in 1968. Cathy Binder and Cathy Cutright were attempting to locate Ralph Bunche trophies and similar memorabilia. Lisa and Cristina said they would propose a collections policy, including for items that might need to be stored in the meantime and for items that might need to be tactfully declined due to duplication and/or unsuitability.

Mike was concerned about accounting for donations, with Annie clarifying the County would earmark its own separate fund and the two non-profit organizations were governed by the two Letters of Intent with the County. Claudette noted that RBAA had been collecting donations from members for a museum fund for some time and was up to date with its federal authorization to collect donations from the public.

Business Plan: Chris reported the Project's Business Plan was presented to the Board of Supervisors on October 18, where it was well-received.

Annie said the 'Raise the Roof' signs were available from Dee's class with the idea that some students and committee members get together at Ralph Bunche on a date to be determined for a photo opportunity with Free Lance-Star present or for submission, as well as posting on social media by the two non-profits and subsequently for the project's social media. Event to be scheduled following the start of roof construction, which date continues to be a moving target.

Capital Fundraising Campaign: Annie presented a draft logo by Dee's class for use in branding for future publications and on social media. Renee suggested font changes might be advised and asked all members to review the logo and come back with all ideas at the meeting on December 14.

Lisa asked about the names for the levels of giving volunteered to be proposed by Terri Rinko. Nothing put forward yet. Renee suggested categories should also be broken down between corporate and individual donation levels. It's not clear if the same names for donation levels would be differentiated between

donations to the County for the project, to Ralph Bunche Alumni Association, and those to Visualize and Rise toward the project.

Nick had provided an email report earlier in the week to inform the committee his county department had submitted a grant request for \$750,000 to the National Park Service to provide a hazardous material assessment, replacement of foundation drains and wall waterproofing, structural repairs and replacement of windows, doors, lintels, with a decision expected in April.

He said the Industrial Revitalization Fund grant application would close in November, with awards expected to be announced by Christmas. He also said the county was refining its language regarding creation of an Abandoned School Revitalization Zone. Nick also said he would look at the Community Foundation grant requirements for \$25,000 grants to report at the December 14 meeting.

Annie said the National Trust grant needs a letter of intent for a January 23 deadline. She also suggested the two non-profits target Giving Tuesday (following Thanksgiving) for member and/or public donations, and check if Facebook would be participating with matching funds this year.

Cathy Binder said there was an opportunity for fundraising for the non-profits if they to drive to Richmond to operate concessions at the Dominion Raceway for a cut of the profit at their various events.

For Next Meeting:

~ Renee requested Annie to see if a visual could be provided from the county regarding various grants due, fundraising opportunities and reports due, along with a proposed Timeline for the project.

~ Updates from subcommittees as necessary.

~ Renee requested Shannon if she would provide structure for the social media pages, with students to be provided administrative rights to assist in design of the pages prior to its launch.

The meeting was adjourned at 4:35pm.

Next meeting: 3-4:30pm Wednesday, JANUARY 11, 2023, King George Citizens Center