

**Virginia Archaeology Charitable Trust Board meeting minutes
January 20, 2022, 9:00 AM
Virtual Meeting via Zoom**

In attendance: Dave Brown, Tom Cuthbertson, Randy Lichtenberger, Karen McIlvoy, Carole Nash, Crystal O'Connor, and Jolene Smith

Randy Lichtenberger called meeting to order at 9:04 AM.

1. Current BOD – expiration of terms, reappointment
 - a. Randy updated the BOD terms and expiration status based on the November meeting. Everyone expires at the end of December at the end of each year. We renewed everyone who expired this past August. Everyone has one more term left after and can renew if they want to.
 - b. Positions
 - i. Randy Lichtenberger (COVA) – President
 - ii. Dave Brown (COVA) – Vice President
 - iii. Crystal O'Connor (COVA) – Secretary
 - iv. Karen McIlvoy (At-large) – Treasurer
 - v. Tom Cuthbertson (At-large) – Media Coordinator
 - vi. Carole Nash (ASV)
 - vii. Mike Barber (ASV)
 - viii. Hannah Burns (ASV)
 - ix. Chris McDaid (ASV)
 - x. Jack Gary (COVA)
 - xi. Eleanor Breen (At-large)
 - c. VACT Board Members and Terms as of January 2022

| Name | Organization | Title | Current Term begin and end | Which term in office is this? | How many possible 2-years terms left? |
|---------------------|--------------|-----------------------------------|-------------------------------|-------------------------------|---------------------------------------|
| Randy Lichtenberger | COVA | President | August 2020 to December 2022 | Second | One |
| Dave Brown | COVA | Vice President | August 2020 to December 2022 | Second | One |
| Crystal O'Connor | COVA | Secretary | August 2020 to December 2022 | Second | One |
| Karen McIlvoy | At-large | Treasurer | January 2022 to December 2023 | Second | One |
| Tom Cuthbertson | At-large | Media Coordinator | January 2022 to December 2023 | Second | One |
| Carole Nash | ASV | | January 2022 to December 2023 | Second | One |
| Mike Barber | ASV | | January 2022 to December 2023 | Second | One |
| Hannah Burns | ASV | | January 2022 to December 2023 | Second | One |
| Chris McDaid | ASV | Executive Committee (non-officer) | January 2022 to December 2023 | Second | One |
| Eleanor Breen | At-large | | August 2020 to December 2022 | Second | One |
| Jack Gary | COVA | | August 2020 to December 2022 | Second | One |

2. Review tax status, financials – change of status to public charity using Form 8940.
 - a. Randy said that we decided at the fall meeting to apply for a change in status from a private foundation to a public charity, but Randy and Karen ran into a wall with the IRS guidelines and have to do more research and get back together in the next few weeks.
 - b. Carole said that she has an attorney who is a CPA whose specialty is non-profits. Carole can offer to pay him to keep him on retainer to review VACT documents. Karen and Randy replied with an enthusiastic yes! Carole suggested that they meet with him virtually.
3. Official records of the corporation to be kept by the Secretary – status update, online availability
 - a. Jolene will get meeting minutes posted as soon as she can.
4. Review state of website and software
 - a. Jess Gantzert at Hurt and Proffitt met virtually with Jolene to get up to speed on website management.
 - b. Jolene said that she will link the BOD Minutes files in the “About Us” tab on the website.
 - i. Randy said that transparency will give folks confidence in the organization.
 - c. Randy said we haven’t gotten over the hump with money being separated correctly.
 - i. Jolene said that Randy should submit an Ignition deck ticket through his email address and account since he has the VACT subscription to see if they’ll clarify the amounts. Jolene has not been able to find a clear breakdown; she does not think that it is a tech problem but rather an unclear presentation of the information on the screen and that we need to learn what we’re seeing so we can explain it to users.
 - ii. Randy said that he would submit a ticket.
5. Project review process – vote tallying.
 - a. Crystal presented the option of using a spreadsheet with tallies for each project. Members of the BOD will continue to vote via email, and Crystal will update the official spreadsheet and will indicate each person’s vote with a “yay”, “nay”, or “abstain”. That spreadsheet will live in the VACT Google drive.
 - b. Jolene asked not to be included on the email voting thread, as that will help her keep track of when a project needs to be published to the website. She just needs to know when it has been approved.
6. Project promotional goals
 - a. Randy said that we’re not seeing traffic to the website.
 - b. Randy asked how we can promote the organization.
 - i. We can put up a post and tell folks the project is live, but it only has worked when the project host promotes it. Fairfield has raised over \$5000 for the Woodville School project because they’ve been very intentional and active. We need to have project sponsors who are proactive. How can we promote all of our projects as a group?

- ii. We can tie in promotional materials with Archaeology month or have a VACT week and randomly pick a week of the year to do social media blasts.
- c. Tom said that having more consistent content will drive traffic more than anything else. He said that he can post more consistent (weekly) to get VACT saturation up. The biggest problem isn't promoting projects but making sure people know this organization exists and are aware of it.
- d. Tom also suggested promoting ourselves at conferences like MAAC, for instance.
- e. Jolene said that the audience we want to focus on is applicants
 - i. Tom said that applicants will help get us more content which will help get us more donors. After two or three weeks no one pays attention to the posts.
- f. Jolene said that coming up with vignettes for successful projects might work.
- g. Tom said that student projects have to be backed by a non-profit. That creates a problem for us to help fund smaller projects because if they can't find a non-profit, they won't be eligible for us to help fund them and will use GoFundMe etc.
 - i. Randy thought ASV could be a backer for those kinds of projects.
- h. Randy said that we can reach out to our colleagues and that we shouldn't give up on all organizations and certainly not smaller museums like Sandusky. He acknowledged that we may hit walls with larger organizations.
- i. Crystal said that we need an Instagram account.
- j. Jolene said that we could require a few photos for our marketing purposes after a project is accepted: if you get approved for a project, you have to send us five nice photos.
 - i. Tom agreed that we need media, not just words. We'd need a place for people to upload photos like the Google Drive, or they can send photos directly to Tom for promotional materials. Randy said Tom's email is the way to go.
- k. Randy said that he has cool photos from Sandusky and Oak Hill that we can use as a test case. Tom asked Randy to send him photos and a caption for each one.
- l. Crystal said that the BOD can retweet and reshare VACT posts.
- m. Karen said to let Erin from COVA know when VACT has posted, and she'll share posts.
- n. Randy said that we need to give people guidance so Tom doesn't have to create original content for each project.
- o. Jolene said that we can ask current organizations who are already posting to tag VACT.
- p. Requirements
 - i. Karen said that the size of the image doesn't matter so much as the ratio since Instagram turns everything into a square.
 - ii. Tom said that higher quality is fine, but we shouldn't be maxing out the Google drive and that it shouldn't be that big a deal as long as we cycle out old projects. We also don't need large frame format photos. The photos just need to look good on a phone screen.

- iii. Jolene said that we won't need to specify the file size for photos since most platforms reformat. Tom said no TIFs, preferably JPEGs, and a maximum file size of 10 MB, which is probably even too high.
 - iv. Tom said that videos need to be short.
- 7. Set next BOD meeting
 - a. Randy said that we're not required to have more meetings than the annual meeting but that it makes sense to meet quarterly, especially since we can do it virtually and we're trying to get more projects online by spring.
 - b. April 14 at 9 AM
- 8. Call to floor for announcements
 - a. None

Randy adjourned the meeting.