

Ralph Bunche Advisory Committee
February 8, 2023 – King George Citizens Center

Members present: Claudette Jordon, Secretary Phyllis Cook, Annie Cupka, Nick Minor, Chris Clarke, Stephanie Burch, Terri Rinko.

Remote: Cristina Turdean, Lisa Hull, Shannon Tolliver, Pegi Wright.

Absent: Renee Parker, Cathy Binder, Mike Hubbard, Tameka Heyward, Cathy Cutright.

In Renee's absence, Claudette called the meeting to order at 3:10pm, with agenda and the minutes from the January meeting were at members' seats.

She opened Public Comment. No public present.

Subcommittee Reports:

CAPITAL CAMPAIGN – Annie said suggestions were being taken for titles of giving levels, with Claudette asking members to send ideas to her. She had been checking out public places with donor walls to also get ideas.

Annie provided a sample of a month-by-month timeline to list grant and other funding opportunities, along with dates for when each becomes available, closes, and when funding awards are announced. She asked for opinions on the format and received consensus to go forward with it, adding grants and their dates for the next two years.

Annie also talked about upcoming events, which are noted separately, below (under Upcoming Events).

SPECIAL EVENTS (Ad hoc) – So far, Annie, Claudette, and Shannon have volunteered for a new committee to work out details and organize a large event to formally launch fundraising for the Project in the Fall. It is intended to provide information and plans, and stress the need for funds to assist with grants awards and donations currently being sought by Visualize & Rize and the Ralph Bunche Alumni Association.

First, a date must be selected so a location can be nailed down, with hopes of using the auditorium at UMW-D. The County's contact information used for its annual business appreciation event has been requested. And Nick will see about getting the committee a copy of a current regional Black Business Directory.

Claudette displayed a colorful large-style postcard that might serve as a model for a mailer for the community event. Annie said Chris had drafted a letter that could go to businesses and she and Claudette would get together on that. Claudette suggested that maybe a thumb drive with conceptual plan and the RBAA video could go along with that.

There is also the intention of holding an additional, smaller, invitation-only event with philanthropists and representatives of philanthropic organizations/foundations to garner interest for higher dollar donations toward the Project.

MARKETING-COMMUNICATIONS – Phyllis asked Annie to report on the subcommittee's feedback on a proposed logo displayed at a previous large group meeting and on the social media domain name. A few enhancements to the circular proposed logo were decided to be requested to Dee's class, including modifications to the original two-color scheme to use some combination of the Ralph Bunche High School colors of royal blue and orange, and the Visualize and Rize colors of gold and black. Font size adjustments were also suggested, along with a couple of wording adjustments.

Annie also said the subcommittee is recommending “Ralph_Bunche_Visualize_Rize” to be used for the social media for the Project. Members provided no feedback.

MUSEUM-HISTORICAL – Claudette asked Cristina to report on implementation of the Museum planning, including drafting language for announcements to crowd-source photos, documents and memorabilia that can be duplicated or accepted as donations. Cristina has provided the subcommittee with several versions for a “Deed of Gift” document.

Claudette said she has already received several offers of documents. Lisa asked about yearbooks and digitizing them. Claudette said she has a copy of most years, adding they had been digitized, but a could use a clearer version. Annie suggested perhaps a grant to pay for digitizing can be gotten from the Virginia Heritage Fund of the Community Foundation of the Rappahannock River. Cristina said she would see to the digitizing. Claudette said she has the sketches the County gave to RBAA, obtained from homeowners in Fredericksburg after they found them in a house they purchased. Cristina thought they might be too fragile to be scanned.

UPCOMING EVENTS:

~ February 23 – Fredericksburg Civil Rights Trail Unveiling event at 2pm at the Jepson Alumni Center on the Fredericksburg campus. Event is jointly sponsored by the City of Fredericksburg and UMW, with a program taking place to provide overview of the trail.

~ March 4 – Visualize & Rize is holding a dinner dance, “Let’s Groove Tonight” 6-11pm at the Citizens Center. Tickets \$40, going fast.

~ March 9 - STEAM Night 5 -7pm at King George High School with George Hinckley, who has expressed interest in partnering in the Ralph Bunche Project. Annie reported teacher Yvonne Richard said the program begins with a free spaghetti dinner at 4:30pm. Claudette said she would host a table there with information about the Project, RBAA, and Visualize & Rize. Stephanie said she would check her calendar to see if she could attend and help.

~ March 11 – Sheetz to Sheetz Trail Run ending at the Sheetz on Owens Road at James Madison Pkwy, where Stephanie will be at the swag table giving out free stuff to runners. Claudette will join her to hand out rack cards!

~ April TBD - Annie is seeking date and time information about the annual YMCA Family Fun Day and has a call into Meaghan Williams, executive director.

~ NO Builders Show this year, Stephanie reported.

~ May 6 – Sealston Park, Family Day. Renee is seeking information to explore participation.

~ King George Farmers Market takes place May-October 8am-noon on Saturdays at the middle school parking lot. Booths can be obtained on the first Saturdays for non-members at a fee of \$40 each time. Members should decide soon on which two or three Saturdays to book, as they sometimes sell out.

~ Nick said he would share an event list he uses with Annie and Claudette.

Pegi suggested we share a table at some events, when appropriate to do so.

Claudette requested secretary to provide her with a list of action items from this meeting. (Below, following minutes.)

The meeting adjourned at 4:05pm.

Next RBAC meeting: 3-4:30pm, March 8, 2023, Citizens Center

IMMINENT ACTIONS ITEMS:

Phyllis to provide Claudette with a list of action items from Feb 8 meeting.

CAPITAL CAMPAIGN – Suggest titles of giving levels for donations for approval.

Annie to provide timeline template for grants and other funding opportunities with key dates.

MARKETING-COMMUNICATIONS –

Annie to provide logo samples from Dee's class with modifications to the circular proposed logo as suggested to include a two-color scheme incorporating some combination of the RBHS's royal blue and orange, and the V&R's gold and black, along with font size and minor wording adjustments.

Request approval of "Ralph_Bunche_Visualize_Rize" to be used for the social media for the Project at the March 8 meeting.

Obtain Nick's event list he uses for the County.

MUSEUM-HISTORICAL – Present language for announcements to crowd-source photos, documents, and memorabilia for museum collection.

Present selected "Deed of Gift" document(s) for use with museum collection.

SPECIAL EVENTS (Ad hoc) – Meet and organize ASAP. Annie, Claudette, and Shannon known to have volunteered membership.

Come up with dates for Fall Fundraising Launch and small invitation-only event(s) for philanthropists and representatives of charities/foundations and secure venues and present to Committee. (March 8?)

Nick to provide copy of a current regional Black Business Directory.

Claudette to attend March 9 - STEAM Night 5 -7pm (4:40pm dinner) at KGHS host a table there with information about the Project, RBAA, and Visualize & Rize. Stephanie to help?

Claudette to attend March 11 Sheetz to Sheetz Trail Run swag table at the Sheetz on Owens Road at James Madison Pkwy, where Stephanie will be giving out free stuff to participants and Claudette volunteered to hand out rack cards.

Annie is seeking date and time information about the annual YMCA Family Fun Day in April.

Renee is seeking information to explore participation at Family Day, May 6, Sealston Park.

King George Farmers Market takes place May-October 8am-noon on Saturdays at the middle school parking lot. Booths can be obtained on the first Saturdays for non-members of the market for \$40 each time. Members should decide soon (March 8) on which two or three Saturdays to book, as they sometimes sell out. Members to discuss and decide on fee payment.