

**JOURNEY THROUGH HALLOWED GROUND PARTNERSHIP  
BOARD OF TRUSTEES ANNUAL MEETING**

**HELD**

Via Video Conference

December 8, 2023

10:00 a.m.

**BUSINESS MEETING AGENDA**

10:00 a.m.      Call to Order & Welcome      Chair Chuck Ledsinger

- Confirm Notice of Meeting has been given
- Attendance Report and Confirm Quorum
- Approve September 8, 2023 meeting minutes
  - **Motion: To approve the minutes of the September 8, 2023 Board meeting.**
- Welcome new JTHG team member
  - Ava Hampton – Manager of Public Outreach

10:10      Presentation by Chris Boggs, Principal at Web Traffic Advisors, with whom JTHG has worked since 2020, primarily on the Academy and now also JTHG. Chris has been involved in digital marketing since 2000, helping dozens of clients directly with their SEO, Paid Search, Analytics, and Social Media. He has spoken at conferences and partner events all over the world about search engine marketing, social media, and integration tactics including the promotion of better SEO integration across marketing channels.

11:00 a.m.      Financial Discussion      Chris Wall  
Becky Wilhelm  
Bill Sellers

- FY2023 Audit Presentation – Yount, Hyde & Barbour
  - **Motion: To accept FY2023 Audit**
- Form 990
  - **Motion: To accept JTHG's Form 990**
- 2024 Draft Budget in preparation

11:30 a.m.      Nominating and Governance Committee      Chair Chuck Ledsinger

**Motion: To nominate the following slate of officers for 2024:**

- Chair: Chuck Ledsinger
- Vice Chair: Kathleen Kilpatrick
- Treasurer: Chris Wall
- Co-Secretaries: Jim Campi and Betsy Merritt

- Assistant Secretary: Michelle Burrelli
- Strategic Recruitment of new Trustees
  - Dominique Castanheira (resume in board portal)
    - **Motion: To nominate Dominique Castanheira for board membership.**
  - Others

11:40 Five Minute Break

- Execution of Conflict of Interest Statements

11:45 a.m. JTHG Programs Bill Sellers

- National Heritage Area
  - National Heritage Area evaluation
  - *Gettysburg* 30<sup>th</sup> Anniversary Celebration – October 13-15, 2023 at the Majestic Theater
- National Scenic Byway
  - National Trust 11 Most Endangered Nomination
  - Data Centers
    - Prince William
    - Fauquier
    - Culpeper
    - Orange
  - Wilderness Crossing Development
  - Route 15 expansion
  - Cardin Trail project
- Wayfinding
  - Marking the byway in Adams County
- Living Legacy
  - VDOT Report submitted December 1 RE: outstanding \$184,000 in LLTPP grant funding
    - Potential for a JTHG app
- National History Academy
  - Residential
    - 2023 Summer Academy
  - Online programs
    - Historyfieldtrips.org
      - Grant funding for pilot
    - Summer History Academy Online
  - Future growth
    - Strategic Planning
- National Council for the Social Studies Conference
  - Civic Renewal Network

12:00 p.m. Oatlands Discussion

- Meeting on December 14, 2023 at Oatlands

12:30 Fundraising Report

Bill Sellers  
Brent Glass

- Fundraising update
  - 50 State Approach
  - Individuals
  - Corporate support
  - Foundations
  - Government grants
  - Educational partners
- Future opportunities

12:55 Other business

Chuck Ledsinger  
Bill Sellers

- Strategic Direction Retreat in 2024
  - Education initiatives
  - Heritage Tourism initiatives
  - Preservation & Conservation initiatives
- Revitalization of Board Committees
- Proposed 2023 meetings (all hybrid):
  - March 8, 2023
  - June 7, 2023 – at NPS partner site with National Park superintendents.
  - September 6, 2023
  - Annual Meeting - December 6, 2023

1:00 p.m. Adjourn

- **Motion:** To adjourn the meeting.