

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

HELD

Via Video Conference
December 8, 2023
10:00 a.m.

BUSINESS MEETING MINUTES

Members attending:

Chair Chuck Ledsinger
Co-Vice Chair Kathleen Kilpatrick
Co-Vice Chair Chris Wall
Co-Secretary Jim Campi
Co-Secretary Betsy Merritt
Gertraud Hechl
Hollis Mcloughlin
Ken Merin
Chris Miller
Martha Raymond
David Vela
David Williams

JTHG Team attending:

Bill Sellers
Michelle Burrelli
Becky Wilhelm
Katie Smolar
Ava Hampton

Other Attendees:

Chris Boggs
Brent Glass
Olivia Hutton, YHB
Danielle Kerns, YHB

The meeting was called to order at 10:06 AM.

Chair Ledsinger confirmed that the Notice of Meeting had been given and that a quorum is in attendance.

Motion: To approve the minutes of the September 8, 2023 Board meeting.

MOTION BY: Chris Wall

SECONDED BY: Ken Merin

NONE BEING OPPOSED, THE MOTION CARRIED

Mr. Sellers introduced Ava Hampton, JTHG's new Manager of Public Outreach. Ava gave an overview of her background and education.

Chris Boggs, Principal at Web Traffic Advisors, gave a presentation of his work on National History Academy and the JTHG website to improve Search Engine Optimization, Paid Search, Analytics, and Social Media. JTHG is placing a priority on increasing traffic to its websites in support of its programs and partners.

Financial Discussion

Mr. Wall gave an overview of the financials. Mr. Wall pointed out the breadth of fundraising resources is relatively small. He also pointed out that our cash is down about \$100,000 from the previous year.

Olivia Hutton and Danielle Kerns from Yount, Hyde and Barbour presented the FY2023 Audit. Ms. Hutton went through the required communications to the Board. Ms. Kerns presented the financial report.

Hollis McLoughlin brought up the rise of fraudulent invoices for similar organizations. Mr. Sellers suggested that we adopt a policy of getting verbal confirmation from the vendor for any invoice over \$5,000. Mr. Sellers also suggested bringing Ava into the financial approval process in some capacity. Christopher Miller brought up a public support test in relation to the Form 990.

Motion: To accept FY2023 Audit.

MOTION BY: David Williams
SECONDED BY: David Vela
NONE BEING OPPOSED, THE MOTION CARRIED

Motion: To accept JTHG's FY2023 Form 990.

MOTION BY: Chris Wall
SECONDED BY: Chris Miller
NONE BEING OPPOSED, THE MOTION CARRIED

Nominating and Governance Committee

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

MOTION BY: Ken Merin
SECONDED BY: Gertraud Hechl
NONE BEING OPPOSED, THE MOTION CARRIED

Motion: To nominate Dominique Castanheira for board membership.

MOTION BY: David Williams

SECONDED BY: Chris Wall
NONE BEING OPPOSED, THE MOTION CARRIED

Ms. Wilhelm asked all Trustees to complete the Conflict of Interest Statements which were distributed yesterday via email.

National Heritage Area

Mr. Sellers reported that the NPS evaluation is not yet finalized but should be moved through the approval process soon. Martha Raymond noted her disappointment with the lack of NPS staff in the National Heritage Area program in Washington, DC. Mr. Sellers voiced his hope that in-person meetings will help to keep the relationship strong and avoid future problems.

Ken Merin, who attended the Gettysburg 30th anniversary event with Director Ron Maxwell and many of the film's actors in October, gave an overview and characterized it as a phenomenal success. The event brought more than 2000 people to Gettysburg, and helped raise awareness of the Journey with its partners and the general public.

National Scenic Byway

Mr. Sellers shared that we have submitted a nomination for the NTHP 11 Most Endangered Places list.

Mr. Miller pointed out that this is a growing regional issue, especially as planned transmission lines criss-cross the Journey.

Living Legacy

JTHG submitted a report to the Virginia Department of Transportation on December 1, regarding the use of outstanding \$184,000 in LLTPP grant funding. JTHG is proposing using some of those funds for developing an app/mobile friendly website for travelers through the region.

National History Academy

Mr. Sellers provided a report on plans for recruiting and programming for the 2024 summer Academy. The first emails will be sent to prospective students in December 2023.

National Heritage Area

Mr. Williams provided an overview of the legal dispute between Oatlands and the National Trust. He shared that the planned meeting on December 14th will be well-

attended on both sides as an “exploratory, preliminary, areas of opportunity meeting.” Dr. Glass also voiced excitement about the possibilities of a partnership. Mr. Sellers concluded that one of the most significant open questions is the financial position of Oatlands.

Fundraising Report

Dr. Glass shared fundraising approaches and goals to promote history education, civic engagement, and social literacy. Ms. Smolar gave an update on the 50 State Approach to fundraising. Mr. Sellers shared plans for fundraising trips in the coming year as we work to broaden our base of support.

Other business

- Proposed 2024 meetings (all hybrid):
 - March 8, 2024
 - June 7, 2024.
 - September 6, 2024
 - Annual Meeting - December 6, 2024

Motion: To adjourn the meeting.

MOTION BY: David Williams
SECONDED BY: Chris Wall
NONE BEING OPPOSED, THE MOTION CARRIED

The meeting was adjourned at 1:39 p.m.