



## VETERANS' TRUST FUND OF SOUTH CAROLINA

### Board Meeting Minutes

9 January 2019

- I. Call to Order: The Board Meeting of the Veterans' Trust Fund of South Carolina (VTF) was called to order at 1:00PM, by Mr. Jimmy Hawk, Chairman.

#### II. Attendance:

Roll was called by Ms. DelVecchio:

1. Present: James Brown, Valerie Brunson, Dale Ellenburg, Gloria Evans, Jimmy Hawk, Howard Metcalf, Chris Maddox, John D. "JD" Wilcox, Jr., Robin Ghent; James White
2. Unexcused: Bevin Studstill
3. Jeremy Williams, Hashmark, was present.
4. Todd Humphries, SCACVAO, President, was present

**Minutes:** Minutes from the 14 November 2018 meeting were read and approved by those in attendance contingent upon amending the minutes. Mr. Wilcox had an issue with the minutes as presented were under "**New Business**", **b. Grant Management -**

It mentions that the donation check will be presented to the Fisher House at this meeting; however, it was presented on Monday, January 7, 2019. The Minutes should be amended to reflect this change. A motion was made and approved to have an Addendum reflecting this change.

Addendum to the 14 November 2018 Minutes

## **New Business:**

D: Committee Reports:

2. Ways & Means Committee

b. Grant Management:

A check for \$4,657.92 which was available for contributions/donations at the end of last year was donated to the Fisher House. The check was presented at the Governor's Mansion on Wednesday, January 7, 2019 to Bill Dukes with the First Lady in attendance. This presentation was covered by WIS and Channel 19 News. This presentation was originally scheduled to take place during today's meeting but had to be rescheduled due to the First Lady's availability. Unfortunately, due to time constraints not all Board Members were notified of this change.

### **III. Guest Speaker:** Jeremy Williams, Hashmark, Strategies, LLC

Proposal: The need for fund development growth strategy which would include implementation, and the facilitation, management and growth of the Veterans Trust Fund of South Carolina through both Major Gifts and special event activities. The annual fund development service fee is \$65,000.; fifty percent of the fee for service is due on acceptance, with the balance due upon completion of strategic planning. There is also a 10 percent professional discount when the service fee is paid in full for a discounted rate of \$58,500. Which is a total savings of \$6,500.00

There are three things we need to identify:

1. Goal – To accomplish a goal, a goal must be set;
2. Identifying who the donors are;
3. Contributions -how to ask and how much to ask for.

In order to accomplish a goal, we need to set up a strategic plan showing our goal, identifying what we need in order to attain this goal and establishing individual, corporate and intergovernmental relationships to create and maximize visibility.

The Special Event Fundraising, like Casino Royale, is extremely costly, time and labor intensive and requires volunteers and would have to sell tickets to recover the cost. After paying all the expenses, ie. vendors, food, beverages, etc., there may not be much of a profit, if any. This type of event needs to have a donor base in order to be effective and successful, and we don't have a donor base at this time. This type of fundraising is not what VTF needs. Mr. Metcalf asked Jeremy to come up with a different concept/option within the by-laws that will work best for the VTF. This new proposal should have three possible layers of investment; low, medium and high. Jeremy agreed but wanted to know:



- 1) What is VTFs goal?
- 2) How does this committee/board envision getting to the total every year?

Revised proposal to be submitted to Mr. Metcalf for the next meeting in March.

#### IV. Old Business:

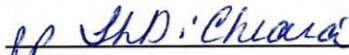
- 1) Letters to Representative White, Senator Leatherman, and the Governor will be sent out.
- 2) Check was presented to Dorn VAMC Fisher House
- 3) Board made a motion and approved to invest \$250,000 in a FDIC insured CDs for a period of 13 months (monthly compound).

#### V. New Business:

- A. Secretary's Report: No report at this time.
- B. Treasurer's Report by Mr. Brown:
  1. Treasurer's Report was presented to and discussed with the members. A motion was made and approved to amend the FY Treasurer's Report to a Quarterly Report.
  2. Mr. Brown reminded the board about the tax check-off. There are a total of 17 organization listed on the tax check off, SCVFT is #4. (Form SC1040 handed out). Mr. Brown reminded everyone to help spread the word.
- C. Committee Reports:
  1. Constitution By-Laws Ad Hoc Committee – No report at this time.
  2. Ways & Means Committee: - No report at this time.
  3. Public Relations/marketing Committee: Robin reminded the board that Kentucky raised over \$400,000. in license plates. We have to research other ways to make money.

#### VI. Taskings and "Due Outs"

- A. CD Investment
- B. Letters to the Legislatures
- C. Proposal from Hashmark, LLC

  
Bevin Studstill, Secretary

03.20.2019  
Date of Approval

  
Jim Hawk, Chair

20 March 2019  
Date of Approval