



VETERANS' TRUST FUND OF SOUTH CAROLINA

Board Meeting Minutes

15 May 2018

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

- II. **Attendance:**
 - A. Present: James Brown, Valerie Brunson, Dale Ellenburg, Gloria Evans, Robin Ghent, Jim Hawk, Chris Maddox, Howard Metcalf, John D. "JD" Wilcox, Jr.
 - B. Absent: Jim Lorraine, Bevin Studstill, Ronnie Taylor, James White

- III. **Minutes:** Minutes from the 20 March 2019 Meeting were read and approved by those in attendance.

- IV. **Old Business:**
 - A. Fisher House: An additional donation was discussed (see details under Committee Reports).
 - B. VTF Facebook Page: Mr. Studstill has worked on this. It was suggested that this be carried over to the next meeting.
 - C. Exploration of other companies similar to Haskmark Strategies, LLC:
 - D. Mr. Wilcox suggested the VTF listen to people who can help raise money. Hashmark's fees were too high; fees for his cheapest proposal were \$5,000. Also, he charged \$1,065.18 to come address the VTF Board.
 - E. Resource Fair brochures and pop-up signs: Mrs. Ghent researched and ordered a pop-up sign for the VTF. Mr. Studstill updated VTF brochures and had those printed. Both Mrs. Ghent and Mr. Studstill were reimbursed for their expenses.
 - F. Midlands Gives: This is something a charity needs to sign up to participate and people get to choose their charities. However, this event was held last week. Need to explore participation next year.

V. New Business:

A. Secretary's Report: No report at this time.

B. Treasurer's Report by Mr. Brown:

1. A Treasurer's Report was presented to the members.
2. Board requested CD investment information be included in the Treasurer's Report under the checking section.
3. The Board also requested Mr. Brown to invite Jeannie Marie Gravelle to the July meeting to update them on their investments.
4. Mr. Brown presented an Invoice from Camp, Moring, and Brendle, LLC, the CPA who files the IRS tax returns and prepares the reports for the South Carolina Secretary of State.

C. Committee Reports:

1. Constitution By-Laws Ad Hoc Committee: No report at this time.

2. Ways & Means Committee:

a. Funding:

- i. Mr. Wilcox recapped investments to date: The VTF invested \$250,000 in CDs.
- ii. Mr. Ellenburg explained this investment should be listed on the VTF's monthly bank statement.

b. Grant Management:

- i. Colleton County Veterans Council: VTF proposed donating \$5,000 requesting an invoice. As of this meeting, there has been no correspondence from Colleton County. Mr. White proposed sending them a letter, giving them 7-10 days to submit an invoice. If no invoice is submitted, they will have to re-submit their grant application.
- ii. Fisher House: It was proposed that the VTF donate \$5,342.08, bringing the total donation to Fisher House by the VTF to \$10,000. Mr. Wilcox said they would need to come back to the VTF for the balance.
- iii. ForcesUnited: They are requesting \$10,000 for software licenses. This request was tabled as they are not registered with the South Carolina Secretary of State's Charities Division at this time.

c. Fundraising:

- i. Letter was sent to key legislators requesting "seed money." Need to follow up with them in person or wait until the next session as they are out for the year.
- ii. License tags: Mr. Wilcox suggested requesting monies from the sale of veterans' license tags. Mr. Brown advised an amendment to current legislation would be required and that any legislator could assist with this. Currently monies from the sales of most specialized tags goes to the General Fund. Mrs. Ghent suggested asking for this instead of the "seed money."

3. Public Relations/Marketing Committee:

a. Pop-up sign: This was liked by those who saw it.

b. Facebook (FB):

- i. Mr. Studstill has been working on this.
- ii. Mrs. Ghent advised the Board there is a way to boost your posts on FB and suggests doing this around December/January – this would be a method of advertising. You can set up your target audience. You can also invite others to “like” your page. She will come back to the Board with some idea of the costs involved.
- iii. Mr. Metcalf asked who the guardian/administrator is of FB, who checks and approves what is posted as there has been something posted that shouldn't have been. Mr. Maddox said you can arrange to have one or two people who have the authority to read and approve posts. Mr. Studstill will be the primary and Mrs. Ghent will be secondary. Mr. Ellenburg suggested board members contact Mr. Studstill and/or Mrs. Ghent if they see anything that shouldn't be there.
- iv. Postings to FB must stay relevant (e.g. new legislation, anything that affects veterans). Women Veterans Day flyer should be an article on FB. Mr. Metcalf also suggested pictures and information be posted when the VTF makes donation presentations (e.g. Fisher House).

VI. Taskings and “Due Outs”

- A. Facebook updates and costs
- B. Invite Ms. Gravelle to provide update regarding CDs
- C. Colleton County Veterans Council update

VII. Adjournment.

The 15 May 2019 meeting of the Veterans' Trust Fund of South Carolina adjourned with a reminder the next meeting would begin at 1:00 P.M. on 10 July 2019 in room 415 of the Edgar A. Brown Building.

pp. Stud: Chiara
Bevin Studstill, Secretary

10 July 2019
Date of Approval


Jim Hawk, Chair

07/10/2019
Date of Approval