Historic Evergreen Cemetery
Executive Planning and Review Team Minutes

February 25, 2020 reporting / January 28, 2020 meeting

5:30-7:00 p.m., Conference Room, Claude G. Perkins Living and Learning Center,
Virginia Union University

Team members present:
Mr. Archer, Ms. Baskerville, Ms. Bell, Ms. Campbell, Ms. Davis, Mr. Delbridge, Ms. Hamm, Ms. Harrell,
Mr. Hopkins, Mr. Lambert, Ms. Lauderdale, Ms. Libron, Mr. Mickins, Mr. Mitchell, Ms. Mitchell, Ms.
Orten, Ms. Rogers, Mr. Shuck, Mr. Smith

Facilitators present:
Kelly Pratt, Genifer Ross

Guests:
Molly Brind’Amour (Enrichmond/Americorps), Ms. Delbridge (spouse), Susie Fife (Red Orange Studio), LouGay
Lanier (Enrichmond Board), Jessica Maffey (Enrichmond), Jim Shadoian (Enrichmond)

Meeting Agenda:

ExPRT Meeting Minutes: January 28, 2020

- Introduction to Red Orange Studio and Jessica Maffey.
  o Ms. Maffey introduced herself as the staff liaison to the team and Red Orange. She introduced Red
    Orange as a company that Enrichmond has worked with in the past. Ms. Fife introduced her
    company, Red Orange Studio. They have a studio located in the Bottoms and they do advertising,
    marketing, etc. They have worked with Enrichmond on other projects and are excited to work with
    Evergreen Cemetery on branding and marketing. She explained that the branding process will
    involve a lot of communication from Jessica Maffey. Enrichmond should have some things for
    ExPRT to look at in March.
  o Ms. Campbell requested clarification on what Red Orange would be doing. Susie explained that they
    currently would be helping with a logo and a website.
  o Mr. Hopkins asked for clarification about if the Evergreen website would be moving away from the
    Enrichmond website. Jess stated that Evergreen would have their own website separate of
    Enrichmond.

- Welcome and Introduction
  o Facilitator Kelly Pratt opened the meeting at 5:33 p.m.
  o The twenty-first ExPRT Meeting held January 24, 2020 at Virginia Union University began with
    approval of the December 17, 2019 meeting minutes introduced by Facilitator, Ms. Kelly Pratt. A
    motion was made to receive the minutes by Mr. Hopkins and properly seconded by Mr. Mitchell.
    The motion carried.
  o Introductions were given of all present.

- Update on Eagle Scout Flag Holder Project
  o Ms. Pratt introduced the flag holder prototype. The current prototype is still too long. It will be
    about 6 inches shorter.
  o Mr. Hopkins wanted to know why we would cut the prototype. Ms. Pratt explained that the
    prototype is too long and may damage shallow graves. The group was concerned that due to the
    weight of the prototype, cutting off of the bottom of it will make it top heavy. The group thinks
    the length is okay the way it is.
Mr. Mitchell asked if there is an ideal depth. He suggested keeping the height but adding a washer or other object to stop the flag holder from going in the ground so far.

The group was concerned that the flag holder portion (the hollow part) was not deep enough into the tube and should be extended further into the tube. They were also concerned about copper being used in the prototype since copper is commonly stolen from the cemetery. For replacement materials, the group suggested using steel, plastic, pvc, and black pex piping.

The group also discussed color coding on the tips to indicate each error the soldiers served in. They also discussed what will happen when colors fade. The group decided that the colors should be omitted for now. Color coding can be incorporated into a future project. Keeping a uniform flag holder in regards to color will make for easier replacement in the future. The group also discussed ways to indicate meanings of color coding to the general public. They also discussed types of weatherproof materials to use for color coding in the future such as vinyl strips, tape/stickers, paint.

Ms. Pratt revisited the idea of monthly vs. bimonthly meetings.

Ms. Campbell suggested having other types of meetings available. For example, we could hold virtual meetings and physical meetings.

Ms. Orten submitted the idea of having another option such as a conference call option for those who can't physically be at the meetings. Mr. Delbridge stated that he will be assisting with helping people who can't make the physical meetings.

The group decided that monthly meetings are best.

Ms. Pratt revisited the idea of contacting inactive members. The Charter states that a letter needs to be created for members who miss three or more consecutive meetings requesting for them to recommit at the next meeting and in writing. This needs to be completed by March 31.

Ms. Campbell states that the group needs a roster so that everyone can be aware of who is showing up and who is absent.

Ms. Brind’Amour suggested that everyone get their photos taken so that we can build a roster with photos. Ms. Harrel suggested that this roster be available as the sign-in sheet at the meetings.

Mr. Delbridge suggested that any members absent since November should receive that letter even if they’re not actually on the team.

Ms. Pratt mentioned that old and new members still need to submit their pictures and their biography to Enrichmond.

Ms. Pratt revisited the nominating of Secretary and Assistant Secretary. Currently Enrichmond has been serving as the Secretary. At the February meeting, they will vote on the Secretary and Asst. Secretary.

Mr. Mitchell asked what the Secretary and Asst. Secretary do.

Ms. Campbell stated that you are reviewing notes and basically being at the meeting once again. She also stated that this is what the group decided they wanted in the Charter. She indicated that the Secretary is recording history. She stated that Kelly Pratt could be the Secretary. Ms. Campbell thought that Ms. Pratt was still holding the position for Ted Maris-Wolf who used to be the ExPRT facilitator. Ms. Pratt indicated that this is not the case. Ms. Campbell thought that Enrichmond should handle the Secretarial responsibilities since Enrichmond has no value other than to take the notes. She thought the Secretarial responsibilities would be more than just taking notes. She suggested that the Secretary could also be archiving pictures or completing other functions.

Mr. Mitchell said the Secretary takes notes. He stated that he would help with a fail-safe way of recording the meetings in order to aid the Secretary.

Ms. Rogers stated that at the next meeting we need to define the role of the Secretary.

Mr. Delbridge stated that the roles should be codified in the Charter. Amendments should be added to allow for explanation of roles. He also stated that Enrichmond should not hold the role of Secretary since the Secretarial role is for the ExPRT group.

Ms. Pratt stated that another part of the role of Secretary is to create To-Do lists for the group and make sure the group follows through.
Ms. Campbell asked about the decision for Red Orange to do the branding Evergreen. She said that ExPRT should hold a bigger role in the process for choosing the branding team. She also thinks that ExPRT needs more communication from Enrichmond. She stated that the advisory committee needs to be aware of the next steps. She felt that ExPRT should have a chance to review the Master Plan before any decisions were made about branding.

- Ms. Davis asked for clarification about Ms. Campbell's concerns.
- Ms. Brind'Amour stated that Red Orange already had a relationship with Enrichmond and that's why they were chosen.
- Mr. Hopkins stated that there needs to be more communication.
- Ms. Rogers indicated that there was a gap between going forward with the plan to moving forward with the branding. The advisory team needs to hear that and know that is the next step. The ExPRT needs to give input as to what should go into the branding.
- Mr. Delbridge suggested that the group vote on pursuing more effective communication. He stated that the current conversation is outside of the original conversation and should be voted on at another time.
- Mr. Hopkins reiterated that we focus on the lack of communication. He stated that Enrichmond advertised MLK Day at Evergreen and it was all Enrichmond, not Evergreen. A lot of people aren't familiar with the story of Evergreen and Enrichmond. He would like the relationship between Enrichmond and Evergreen to be communicated better.
- The group revisited the idea of a White List to address Mr. Hopkins concerns about the relationship between Enrichmond and Evergreen. Mr. Delbridge stated that there was a F.A.Q. Sheet on the Enrichmond website that serves as a White List.
- The group stated that Enrichmond should always include the UNESCO designation, always connect Enrichmond and Evergreen, and the information should always be accessible.

Ms. Hamm introduced her past works with the Black Heritage Museum in Arlington, VA and the Historical Affairs and Landmark Review Board. She proposed a project requesting that Richmond Public Schools (RPS) assist with researching those buried at Evergreen.

- Ms. Baskerville mentioned a previous conversation with Dr. Kamras, superintendent, about partnering with RPS. She suggested that Ms. Hamm's idea be presented to Dr. Kamras.
- Ms. Harrell stated that she would like to get elementary school children involved with this project.
- Ms. Pratt mentioned an RPS English teacher who volunteered at Evergreen. This teacher stated that she wanted to involve her class and the History class at her school in a research project for Evergreen. Ms. Hamm's idea would be a great way to include them.

Ms. Campbell alerted the group to an Article about Evergreen in the Fifty Plus publication. The article misquoted her and needs a correction. The article also made it sound like Enrichmond started the volunteer effort at Evergreen.

- Mr. Delbridge motioned to vote on having Enrichmond contact Fifty Plus to correct the article. The motion was seconded by Ms. Davis. Motion carried.

Meeting adjourned 7:00 p.m.

Next meeting dates on Tuesday, from 5:30-7:00 p.m.:

- March 24, 2020
- April 28, 2020
- May 26, 2020
- July 28, 2020
- September 22, 2020
- October 27, 2020
- November 17, 2020
- December 15, 2020

Enrichmond Foundation – Kelly Pratt, Enrichmond Family Services Coordinator, February 25, 2020 – minutes from January 28, 2020 meeting