



**Minutes of the January 27, 2022**

## **WeGOJA Foundation Board of Directors Meeting**

Present: Chairman Larry Watson, Vice Chairman Rick Devoe, Board Members Pamela Bynoe-Reed, Marc Rapport, Cory France, Rev. Robert China and Meg Hunt; Executive Director Dawn Dawson-House, and guests Christina Isenhower, Jannie Harriot and Stephen Corsini

- Chairman Larry Watson called the meeting to order at 2:06 p.m.
- A motion to approve the agenda was made by Vice Chairman Rick Devoe, seconded by Pamela Bynoe Reed and approved by unanimous vote.
- The motion to approve the minutes from the Oct. 11, 2021 meeting was moved by Devoe, seconded by Meg Hunt and approved by unanimous vote.
- Hunt introduced information about prospective new Board Member Timika Wilson and made a motion to accept a nomination for Wilson's service on the board. The motion was seconded by Devoe and approved by unanimous vote.
- The attached financial report was given by Executive Director Dawn Dawson-House.
- Dawson-House also reported that she and Devoe continue to work with SCAAHC Commissioner Dr. Barbara Williams Jenkins on drafting new bylaws for the Commission, which will influence bylaws for the Foundation.

### **UPDATE on projects led and / or supported by the Foundation:**

- Arts in Education – With grants from the SC Arts Commission, the WeGOJA Foundation is developing teacher training programs, summer school and after-school programs. The first teachers webinar will focus on RevWar history and will be held Feb. 19.
- Gullah Geechee Seafood Trail – Working with the Gullah Geechee Chamber of Commerce, Sea Grant Consortium and others, the WeGOJA Foundation is capturing oral histories along the SC coast associated with the culture and traditions surrounding the water. The end product will be a “destination” that can be promoted within tourism channels.
- Black Carolinians Speak project in North Carolina – As an extension of South Carolina's oral history program, the North Carolina African American Heritage Commission is capturing expressions during the winter and is expected to produce a virtual exhibit of both states this winter or spring.
- Green Book Tour project in collaboration with NCAAHC – both states are establishing a framework by which other communities can identify, document and preserve extant sites that had been advertised in the original Negro Motorist Green Book.
- POPIH awards and preservation conference – The conference will be held April 20 (reception at the African American monument on the State House grounds,) and April 21, plenary session and discussion panels on historic preservation's connection to social justice. Headlined by Brent Leggs from the National Trust. Ends with an awards ceremony.
- Paperback Green Book– currently laying out the book, should be published by June ... building a database of gift shops to sell the book. It is a revenue stream for WeGOJA.
- MOU with International African American Museum – MOU will be posted on website, gives IAAM permission to use the contents of GreenBookofSC.com (except for photography) in one of their exhibits.

#### **UPDATE -- Marketing and Communications**

- Updated website and social media landing pages for optimization purposes.
- Added a banner on the WeGOJA website announcing the award from the National Trust.
- WeGOJA has successfully merged its public Facebook pages. We now have a total of 3,561 fans (which is growing daily) and 100 organizational followers.
- WeGOJA is now officially on Instagram. Follow @wegojafoundation to keep up with content and recent updates as they occur.
- We are building out an Influencer Program that will engage travel bloggers, preservationists, advocates, etc. from all regions of SC in meaningful development of social media content that extends the reach of our work to Millennials and increases brand awareness. We recently collaborated with @JourneyBlackHome to develop a series, titled "Hidden In Plain Sight," which aims to introduce lesser known or overlooked historic sites that can be found in Green Book of SC to our followers. The first reel about The Cigar Factory (where the Freedom Song "We Shall Overcome" was first sung) has received 11,668 total views. Analytics will be provided intermittently over the next few months as additional content is developed and engaged online.

#### **GUEST REMARKS**

- The meeting included a presentation from Christina Isenhower of the Lexington County Community Remembrance Project, a group of local advocates who are committed to acknowledging and documenting the history of racial injustice and terrorism in Lexington County. They are on a fact-finding mission, having met with Union County and others to discover how such a program is developed and implemented.
- The South Carolina Archives and History Commission will host a speaker series in the spring.
- Jannie Harriot, coordinator of the Cultural and Historic Preservation Conference, asked Board Members to help raise money to cover conference expenses.

Respectfully submitted by  
Dawn Dawson-House  
Executive Director  
WeGOJA Foundation