

Alexandria-Caen Sister City Committee

Meeting Minutes

Monday, June 13, 2022

7:00pm

Alexandria City Hall – Room 1101

I. Welcome and Call to Order at 7:02pm

II. Approve Minutes from March and April were approved. May Meetings will be voted on for approval once attachment is updated. Add items 1-8, deleting item 2.

May Day Eventbright donation check came in the mail. Angelique Moss, ACSSC member, will work with Jim Holloway, City of Alexandria, and Stephen Hartka, ACSSC member, to get check deposited into our account.

III. Ongoing Business

A. Recap of D-Day Lecture and Commemoration – June 2 & 4

Kerem Bilge, ACSSC member, noted some takeaways from the D-Day lecture:

- For the D-Day lecture:

- C-SPAN contact is important to maintain. The D-Day program will air on C-SPAN multiple times, including 4th of July weekend, as well as the Alexandria History Channel.

- Attendance was lighter than normal, possibly due to COVID, noting 20 tickets sold in person and 2 via Zoom and 2 walkups.

- The speaker being able to tie in Caen at the beginning of the lecture was great. We should try to get all speakers to make the Caen connection.

- Kerem also suggested keeping the Torpedo Factory in mind for the D-Day program next year.

- Laura Withers, ACSSC member, thanked Kyly Larriviere, ACSSC member, for helping with social media and member lists. Laura also suggested the establishment of a social media committee.

- Commemoration program observations:

- Keeping the podium in the center was helpful.

- Keeping name tags on seats was helpful.

- There were no French flags on the poles this year. Jim said we could coordinate better coordinate to get the flags out though there might be some push back regarding how early the French flags can be put up around Market Square.

- The canopy tents worked.

- It worked well to have the reenactors in the shade.

- Kerem noted that next year, we can probably note on the application for the Fife and Drum Corps that any who are able can come, and it's fine if they treat it as a dress rehearsal.

- Ashley Harper-Johnson, ACSSC member, Kona Ice said they would be willing to be a sponsor next year where the ACSSC can keep all of the proceeds from sales during the event.

- More canopies for shade will be helpful for spectators.

- In order to obtain a rough number of spectators as well as contact information for mailing lists, Antoine Lopez, ACSSC member, suggested hosting a raffle.

- Laura said she was impressed and moved by the event. She also noted that

Mayor Wilson posted about the D-Day Commemoration program before the ACSSC did. She suggested we consider ways to let Mayor Wilson be more involved with the program in the future.

- Laura and Kerem discussed the possibility of contacting the Zebra to thank them for running the event advertisement and to let them know that the ACSSC hosts the event annually.

- Jim reiterated that the City does not want any events to start in Market Square until after 2 on Saturdays due to the Farmer's Market in the morning. He noted that the sound crew arrived at 11am this year.

- Jenny Reading noted that the D-Day event has enabled our relationship with City Council. Laura suggested inviting City Council to an ACSSC meeting, particularly John Chapman since he's our liaison/advisor.

- Scott suggested using three coolers of water instead of just two in the future.

- Some costs, such as sound support, are market price and can't be changed.

- The cost of band could be reduced. The Alexandria Band contacted the ACSSC to express interest in playing at our events.

B. Budget and Finances

- Angelique and Stephen advised the ACSSC that we need to strategically plan budgeting into our programming.

- The ACSSC has money budgeted for it, but in the past, we haven't been communicating what we need so that the funds can be released to us for use.

- Steve said we should submit a budget in December 2022 for Fiscal Year 2024.

- Angelique asked whether we can ask for money for the student exchange program.

- The ACSSC aggressively discussed how we should determine our priorities for program budgeting.

- The ACSSC decided on proposing a \$5,000 budget to the Office of Historic Alexandria for our Fiscal Year 2023 budget. Antoine made a motion to propose the \$5,000 budget for Fiscal Year 2023. Kyly and Ashlee seconded the motion.

C. Communications – Email, Social Media, Website and Advertising

- Canva – Angelique and Laura

- Facebook/Instagram – Kyly, Laura, Elodie

- Local neighborhood media (Del Ray Patch, West Alexandria Patch, etc) – Laura

- Wordpress – Antoine will be the lead contact.

IV. New Business

A. Summer Cookout – we talked about scheduling something in June at Scott's if he's in town.

B. History Walk – no progress yet. Need volunteers. Possibly a lecture instead.

C. Fall Programs –

- possibly the lecture mentioned above in lieu of a history walk.

- paint and sketch

- Barkus in December

- Sister City dinner in December

D. Open Floor

V. Public Comment

VI. Adjournment

2022 Calendar

January – 1/29 Zoom Across the Atlantic
February –
March –
April – 4/30 Farmers Market and May Day Soirée
May –
June – 6/2 D-Day Lecture, 6/4 D-Day Commemoration
July –
August –
September –
October –
November – 11/17 Beaujolais Nouveau
December –

ACSSC Member Attendees:

Angelique Moss
Allison Wynn
Scott Campbell
Elodie Guillon
Stephen Hartka
Alexandre Jevgrafovs
Ashlee Harper-Johnson
Wesley Thomas
Kerem Bilge
Kyly Larriviere
Jennie Reading
Antoine Lopez
Laura Withers

City of Alexandria Government Attendees:

Jim Holloway

Public:

None