

**George Washington Birthday Committee
Marketing & Public Relations Subcommittee
Zoom Call
Thursday, June 6, 2024
6:30 p.m.**

Agenda

1. Update on 2025 GWBCC Parade & Birthday Celebration

2. Outstanding Projects

- Review of updated GWBCC logo/graphic options - Jacque
- Review of updated GWBCC website options – Laura

3. New Projects

- Social media calendar, schedule, and assignments – next steps
- Updated collection of photos and video clips for media requests and Visit Alexandria – next steps
- Marketing plan for application for Virginia Tourism Corporation VA250 grant
 - i. Application period August 1 – September 17, 2024
 - ii. See <https://vatc.org/vtc-va250-tourism-marketing-program/>

2. Moving Forward

- a. Future meeting dates
- b. Subcommittee chair

Public may register for the Zoom meeting at
https://zoom.us/webinar/register/WN_43cWx6CZRnutGYbvjJpE1A

For reasonable accommodation, contact Nicole Quinn at historicalalexandria@alexandriava.gov or call 703.746.4554, Virginia Relay 711.