



George Washington Birthday Celebration Committee
Alexandria, Virginia

Monday, January 31, 2022
7:00 PM

This meeting was conducted online via ZOOM due to the ongoing COVID-19 pandemic

Attendance

- In attendance: Claire Bennet, Kristen Eastlick, Robert Garbacz, Sally Graham, Sue Johnson, Carol Myers, Jason Reardon, Marshall Smith, Tyler Vanice,
- Excused: Jeanne Jacob, Jennifer Warren
- Unexcused: Edgar Bates, Chris Jones, Mitzi Moore, Lovie Patish, Rich Vargus,
- Members of Public: Bud Jackson (past committee member and communications volunteer)
- City Staff: Michele Longo (Office of Historic Alexandria)

1. Call to Order and review of virtual procedures
2. Committee Work

Grand Marshal: Inova has agreed to provide health care workers for the parade. Jeanne has also reached out to other local health care organizations. The fire chief has agreed to provide first responders and equipment for the parade.

Parade Participants: The parade has approximately 45 units, not including the dignitaries and grand marshals. This is approaching the numbers of the 2019 parade. The third and final parade participant request goes out February 1 with a February 8 deadline. After this, the parade order will be determined. Dignitary invitations are going out this week. The town crier and George and Martha Washington are already set.

Volunteer: There is a survey request for volunteers. There is a particular need for antique cars for dignitaries to ride in. Prior to the parade, Sally has offered to contact parking garages to help secure parking for parade participants.

Sponsorships & Fundraising: Platinum sponsor (\$7500) and Gold sponsor (\$5000) just came in this week! This makes approximately \$22,000 in sponsorships. February 12, 6-8 p.m. (or around that) will be a fundraiser with George Washington (while Brian Hilton is in town) at Duvall House (Duvall Tavern, where Washington was hosted upon his return from the Revolutionary War. The size is limited to 20 people; tickets are \$125 per person and include wine and hors d'oeuvres. Tickets will be available through the City website.

City Council Proclamation: It will be read at the February 8 City Council meeting. Tyler will attend the council meeting. Others are welcome to attend in person or watch the meeting online.

Parade Planning: Since the signage order will be larger than usual as we replace all the signs, Affordable Signs and Banners needs the order by Feb. 4. The breakfast and luncheon will not be held this year due to COVID and costs. Registration will take place in the ballroom of the American Legion Post 24.

Cherry Challenge: Kristen will have a final list (just under 20 participants) by the end of the night. Voting will take place using QR codes.

Marketing: Bud Jackson is helping with marketing for the events. He has a number of videos planned to highlight events, including one on Wednesday for the Cherry Challenge, and is assisting with organizing press releases.

Chocolate with Washington: There is an Eventbrite for guests to register that is capped at 50 people. Claire is handling the hot chocolate and cookies as well as tablecloths and decorations. Kristen will attend to help and take photos.

There were no public comments and therefore Tyler adjourned the meeting at 7:54 p.m. The next meeting will be held Monday, February 14, 2022 at 7pm via Zoom.

Respectfully submitted by
Michele Longo, OHA, staff-liaison