



# George Washington Birthday Celebration Committee Alexandria, Virginia

Minutes  
Monday, March 21, 2022  
7:00 PM  
Online by Zoom

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

## Attendance:

- In attendance: Tyler Vanice (chair), Kristen Eastlink, Edgar Bates, Sue Johnson, Marshall Smith, Jeanne Jacob, Carol Myers, Robert Garbacz
- Excused: Jennifer Warren, Claire Bennet, Sally Graham,
- Unexcused: Jason Reardon, Rich Vargus, Chris Jones, Lovie Patish,
- City Staff: Michele Longo (Office of Historic Alexandria),

1. The meeting was called to order at 7:05 p.m.
2. Approval of Minutes was delayed due to lack of a quorum.
3. February Celebrations Overview

Overall, the parade was a success. More visitors were present than past years. Thank you to everyone who helped make the event happen, beforehand and the day of. A special thanks to committee members Tyler Vanice and Sue Johnson for work they put into the event. Bud Jackson, a previous member of the committee, provided a lot of support for the efforts as well.

Tyler, representing the Masonic fraternity, noted that the organization offered events across two days instead of one, as has been done historically. The change was well-received. The lodge laid wreaths at George Washington's tomb, which is something the GWBCC may want to do in the future.

Sue noted the GWBCC raised approximately \$24,250 in sponsorship money. However, only five of the parade participants made a \$50 donation as requested. The George Washington fundraiser in February raised over \$1,300. Thanks to fundraising efforts, the committee was able to cover costs for the event. Michele requested large donations from sponsors be via check in the future so we don't incur credit card fees.

During February, a George Washington's Alexandria tour took place each week. Approximately 170 people attended the tour during the month.

The Hunt for Washington was available online during February. About 50 families submitted their hunt, but even more participated. Sue saw multiple Boy and Girl Scout troops completing the hunt the weekend before the parade and, as a docent at Christ Church, a number of families visiting with the hunt. Feedback from families submitting the forms was very positive. The prizes have been drawn and Sue and Tyler are contacting the winners now.

Jeanne noted the Friendship Firehouse Veterans Breakfast went well. As a first-time committee member and day-of volunteer, she mentioned how much she enjoyed the entire process. She also shared that parade sponsors have told her how much they enjoyed the event. Sue thanked Jeanne for her work on sponsorships and making arrangements for the parade's grand marshals.

All of the parade participants and event attendees are now in Constant Contact, so the GWBCC now has an overall distribution list. The goal is to regularly communicate with this list to build and maintain relationships.

Kristen noted roughly two dozen restaurants participated in the Cherry Challenge this year. The winners have been selected. She will send certificates out shortly. The winners were:

#### Drink

Winner: The Light Horse's "Cherry Rum Rum"

Honorable Mention: Cafe 1823's "Jubilee1823"

#### Appetizer

Winner: Cafe 44's "Short Rib Crostini with Cherry Compote"

Honorable Mention: Dishes of India Indian Restaurant serving Alexandria and Washington DC's "Cherry Naan"

#### Entrée

Winner: Cafe 44's "Cherry Cola Pork Sandwich"

#### Dessert

Winner: Cafe 44's "Cherry Gelato"

Honorable Mention: Bastille's "Warm Cherry Turnover"

Kristen has certificates prepared for all winners of the parade categories. She is working on gathering mailing addresses; some were resolved during the meeting.

Kristen noted a few units who requested not to be judged in their registration were still included in judging, which is something to check in the future. A Facebook post with winners tagged is forthcoming.

Gadsby's Tavern Museum hosted a virtual Birthnight Ball. Kristen shared the video presenting the history of the Birthnight Ball: <https://www.youtube.com/watch?v=ZKnu0wMMBZU>

Carol noted the turn-out for the American Legion Post 24's Walk and Roll was high again.

The materials from the parade (sponsorship signs, etc.) are stored at the Lloyd House in the basement. The vests are still missing, however.



Michele requested members send an email with their volunteer hours related to the committee from September through March.

Check the Zebra for a full-page write-up about the parade and half-page ad thanking sponsors and donors. If you have photographs, share them with Kristen.

4. The next meeting will be in person the third Monday of April (April 18), 7 p.m. at the Masonic Memorial.
5. The Meeting adjourned at 7:53 p.m.