



## George Washington Birthday Celebration Committee Alexandria, Virginia

Minutes for Monday, March 20, 2023, 7:00pm

**Attendance:** Kristen Eastlick, Colin Eilts, Susan Johnson, Marshall Smith, Tyler Vanice, Sandra Welch, Robert Garbacz, Edgar Bates, Michele Longo,

**Excused:** Carol Myers, Jeanne Jacob,

**Absent:** Patrick Wilson, Stephen Konya

**Guest:** Pete Duggan

1. Meeting Called to Order at 7:06pm
2. Review of February minutes postponed
3. Review of parade:

Overivew: Approx. 185 units in the parade, 3-4,000 people total, 2.5 hours long

Sue reported on feedback that she has received from conversations with parade volunteers and reviewing GWBCC emails, and other committee members shared feedback they had or had received regarding the parade. Primary feedback to keep in mind for next year is increasing the number of floats and bands in the parade. Maybe a competition for floats would help and targeted recruitment of businesses and performers. Kristen also noted scouting groups were asking about a patch. If interested, the GWBCC would need a sponsor to cover the costs and could host a design contest to design each year's patch.

At the reviewing stand, Kristen's script and snacks were appreciated. Tyler noted the mobile stage can expand the stand to seat up to 80 if needed in future.

GWBCC paid for a photographer at the parade. A team is working on labeling the photos and will distribute them to the committee to share with their organizations. The Zebra also has a video of the entire parade posted.

As planned, the 2024 parade route will return to its past route.



#### 4. Review of February Events:

- Friendship Veterans Breakfast was well-attended and enjoyed by all. Guest speaker was Doug Bradburn from George Washington's Mount Vernon.
- Wreath Laying Ceremony went well, with approx. 75 attendees, including the parade's grand marshal. A Masonic guest provided a surprise "Toast to the Flag," which could be intentionally arranged in the future.
- Rededication of the George Washington Masonic National Memorial's Cornerstone: Started at 4 p.m. with all the spaces packed. Every Grand Master in the nation (plus some beyond) were present.
- Historic Sites were open on parade day. Christ Church and Old Presbyterian Meeting House passed word that it went well.
- The Restaurant Cherry Challenge went well, with a lot of votes and some very close decisions. Cost was \$625, so a sponsorship could be \$1000. Winners included:

##### Drink

Winner: Chadwick's "Virummy Shirley"

Honorable Mention: Café 44's "ALX Sour"

Honorable Mention: The Light Horse's "Cherry Zaddy"

Honorable Mention: Lost Boy Cider's "Cherry Limeade Cider"

##### Appetizer

Winner: Taqueria Poblano's "Duck Confit Enchilada with Chocolate-Cherry Mole"

##### Entrée

Winner: Dishes of India "Cherry Chicken Tikka Masala"

Honorable Mention: Café 44's "Baked Cod with Cherry Chutney"

##### Dessert

Winner: Café 44's "Decadent Cherry Bread Pudding"

Honorable Mention: Vaso's on King's "Cherry Galaktoboureko"

Honorable Mention: Bastille Brasserie & Bar's "Crêpes aux Cerises et à la Crème"

- Hunt for Washington was slow at the beginning due to a broken link, but that was corrected and winners have been selected. The clues sheet will remain online past the deadline so people can enjoy.
- "George Washington's Alexandria" Tours—all Sundays sold out in less than a week (45 people per week); consider for future printing a donation card with QR code to help collect donations.
- Chocolate with Washington event went well with approx. 30 attendees. Would like to provide ways for families/children to learn more before and/or after the event. Could



hand out a small card with links to websites to learn more about George Washington. The GWBCC website already has a section of recommended resources that could be emailed to attendees after the event. Could raise the capacity to 75 since some families are no-shows.

- Family Day was well-received by those who attended and brought some visitors out, but the weather was awful, keeping many visitors home.
- Friendship Firehouse Museum was well attended, with more visitors than usual coming out that Saturday.
- “Dinner of the Birthnight” was largely enjoyed by those who attended, who recommend others try this new event in the future. Some complaints registered regarding not including costumed attire. A future description could do better at selling the event and more accurately reflecting it.
- Symposium could have had more attendees but went smoothly.
- George Washington fundraiser at Duvall House had about 35 people attend.

Wrapping up from February events:

- Kristen will send certificates to parade winners once the results are finalized.
- Sue and Kristen will update the online Hunt for Washington to make it available for download beyond February (with no prize drawing for submitted Clue Sheets)

5. Nomination Committee formed to identify candidates for chair, vice chair, and secretary. Kristen Eastlick will chair the committee. The committee will present nominations at the April meeting and elections will be held in May.
6. The annual written report is due before the end of June. Please be sure share a write-up with any photos you have to help document the work of the committee. Michele will send a reminder to members to submit volunteer hours broken down by month, if possible.
7. Review of finances  
Sue reviewed the costs of the parade and current income. There was approximately \$20,000 in sponsorships this year plus \$4,600 in registration fees, in addition to a large donation from the George Washington Masonic National Memorial. After all income comes in, the committee needs approximately \$20,000 more to cover costs.

Since costs are rising, it would be wise to lobby the City to raise the contribution for future parades. City staff will review some of the expenses as well.



8. For the good of the cause:
  - Edgar recommended reaching out to Rubenstein now for the 2024 parade.
  - Marshall introduced Peter Dugan, who will be representing the First Virginia Regiment once Marshall rotates off.
9. Next meeting April 17, 2023 at 7:00pm
10. Meeting adjourned at 8:45 p.m.