



George Washington Birthday Celebration Committee

Alexandria, Virginia

Minutes for Monday, September 18, 2023 7:00pm

Attendance: Sue Johnson, Carol Myers, Edgar Bates, Bob Garbacz, Jeanne Jacobs, Sandra Welch, Lauren Augustine, Kristin Eastlick, Ally Collender, Stephen Konya, Michele Longo, Tyler Vanice

Excused: Colin Eilts, Peter Duggan

Absent: Patrick Wilson

1. The meeting was called to order at 7:05 p.m.
2. Approval of August 21, 2023 Minutes
 - Garbacz moved and Bates seconded approving the August minutes with the note future minutes should reflect the names of those making motions. The minutes were unanimously approved.
3. Officer and Subcommittee Reports
 - Co-Chairs report:
 - Tyler provided an update on the Parade coordination meetings. While some documents have been received as a result of the group's work, we are awaiting materials from Visit Alexandria as they complete their parade application for the Scottish Walk.
 - 250th update—Historic Alexandria hosted an initial gathering for local museums and City organizations. GWBCC was represented at this meeting. The parade will probably be one of the earlier events in 2026 for the 250th.
 - George Washington Legacy Foundation just released their application, which the GWBCC chair will need to complete as a follow-up to the letter of intent.
 - Parade Outreach Subcommittee Report:
 - The subcommittee is about to mail to High Schools to recruit additional participants with entertainment value. Kristen noted booster clubs generally support band participation and may be helpful to target.
 - The subcommittee has developed a list of all high schools in the region who have marching bands, bugle corps, cheer teams, etc. that would help enliven the parade.
 - The subcommittee is planning to reach out to local non-profits to encourage participation in the 275th birthday's parade.
 - Sandy contacted the Commanders' marching band and they are potentially interested in participating.
 - Ally will reach out to a contact with the Nationals about their mascots participating in the parade.
 - 250th Committee (Edgar)
 - SAR is working on compiling a compendium of all patriots buried in the City of Alexandria. GWBCC could co-present this biography to the City Mayor in 2026.



- In 2026, SAR is looking to attract additional SAR chapters to the GW Parade by scheduling their annual meeting the same weekend.

4. Unfinished Business

- Election of Officers
 - The nomination committee recommended Sue Johnson as Chair and Carol Myers as Vice Chair. Garbacz moved and Bates seconded accepted the slate. The motion carried unanimously.
- 2024 Parade Fundraising
 - Ally is working on a donor spreadsheet that lists organizations that support other George Washington-related organizations and events.
 - Three-pronged strategy for fundraising \$45-\$50,000: (1) Sponsorship Package; (2) Old Town Business Donation Drive targeting businesses on or near the parade route; (3) Individual Donor Campaign
 - Goal is to contact businesses regarding the donation drive prior to the October 16 meeting. Kristin will share a spreadsheet of businesses in the area by September 30. Lauren will design the decal supporting businesses receive, and Ally will design the flyer so it's a one-pager.
 - Sue noted she is working on the following organizations attending GWBCC meetings: Old Town Business Association (Charlotte Hall accepted), Chamber of Commerce (in progress), and Realty Community (Del Ray realtor accepted)
 - Individual Donor Campaign would encourage tribute donations; this is perfect to share with organizations you are a part of. Will kick off in October
 - Each committee member was assigned to contact 1-2 people or organizations from the sponsor packet before the next meeting. Sue will share the sponsorship letter with everyone.

5. New Business

- **2024 Parade Theme and Grand Marshal:** Eastlick moved and Collender seconded this year's theme be "George Washington: Alexandria's Original Living Legend." It was approved unanimously. Johnson moved and Vanice seconded that the Grand Marshal be representatives of the Living Legends of Alexandria. It was approved unanimously.
- **2024 Parade Route:** Garbacz moved and Bates seconded the GWBCC maintain its historic route, which passed unanimously (route going north on Fairfax, turning west onto Queen, and turning south onto Royal)
- **2024 Parade Participant Rules and Procedures:** Garbacz moved and Vanice seconded GWBCC accept the proposed parade rules and guidelines subject to minor edits. Motion carried.
- **New Social Media Subcommittee:** This subcommittee will be kicking off this month to increase engagement with our social channels.

6. Next meeting will be Monday, October 16, 2023.

7. Vanice moved and Bates move that the meeting adjourn. The meeting adjourned at 8:52 p.m.