



George Washington Birthday Celebration Committee (GWBCC)  
Alexandria, VA

Monday, October 16, 2023

7:00 PM

George Washington Masonic National Memorial  
101 Callahan Drive, Alexandria, Virginia 22301

**Attendance:** Sue Johnson, Carol Myers, Edgar Bates, Bob Garbacz, Jeanne Jacobs, Lauren Augustine, Kristin Eastlick, Ally Collender, Michele Longo (staff liaison), Peter Duggan, Amy Eggars (guest)

**Excused:** Sandra Welch, Tyler Vanice, Colin Eilts,

**Absent:** Patrick Wilson, Stephen Konya,

1. Meeting called to order at 7:06 p.m.
2. Approval of September 18, 2023 Minutes: Garbacz moved and Bates seconded approving the minutes as presented. The minutes were unanimously approved.
3. Officer and Subcommittee Reports
  - a) Chair Report (Sue)

The Living Legends board has accepted the invitation to be grand marshals of the parade. They will announce the theme at their annual reception later this week.
  - b) Outreach Subcommittee Report (Jeanne)

Alexandria City High School band has confirmed participation in the parade. Friendship Veterans Fire Engine Association has confirmed a float this year. Sue added that the Commanders responded to our request, but are cost prohibitive to include in the parade this coming year. Amy offered to connect GWBCC with the Salvation Army brass band.
  - c) Social Media Subcommittee Report (Kristen)

The subcommittee met October 5. Patrick, Lauren, and Kristen now all have access to the social media pages and are working on setting up an Instagram account and calendar to outline the social media plan.
  - d) America 250 Subcommittee Report (Edgar)

Historic Alexandria is hosting a larger American 250 meeting on Nov. 3. SAR is framing the parade as a capstone event for the SAR. As such, they will host the National President General during parade weekend 2026 in addition to Virginia and National representatives of the SAR. They are also working on ensuring there is a plaque in Alexandria commemorating Lafayette's visit in 1824.
4. Unfinished Business
  - a) Sue noted there still is an opening for the 2023-2024 GWBCC Secretary.

b) 2024 Parade fundraising

- i. Report from George Washington Legacy Foundation (GWLF)  
GWBCB has submitted the grant application for \$25,000. Jeanne spoke on behalf of the foundation, sharing that the President has received the request and plans to call a meeting to review.
- ii. Sponsorships:  
Friendship Veterans Fire Engine Association will sponsor the parade at \$1000. Jeanne announced her personal commitment to give \$250 in support of the parade and invited others to donate as well. Sue reminded everyone they have a copy of the sponsorship package and draft language for a sponsorship request so everyone can reach out to their two-three potential sponsors. Jeanne and Sue attended a Chamber of Commerce event to network.
- iii. Old Town Business Donation Drive:  
Targeting businesses on or near the parade route between Union and Washington and Prince and Queen Street. Each member was asked to take 1-2 blocks to hand out flyers along before the next meeting. Garbacz moved and Eastlick seconded approving the decal design. The design was unanimously approved. Lauren will coordinate with Michele on purchasing decals.
- iv. Fundraising event hosted by Historic Alexandria  
Sue noted Historic Alexandria is working on solidifying plans for a fundraising event where all proceeds will go to the GWBCB account. Expect an email before the next meeting about ticket sales and help spread the word.
- v. Individual Donation Drive:  
Package coming out later that will provide suggested amounts and ways to make tribute donations.

5. New Business

- a) Opening of Parade Registrations  
Michele will submit the event permit application by the end of October on behalf of GWBCB. Registration will also go live by the end of the month. Sue will send the email announcement out to past participants in early November.
- b) February Events schedule: Reports/proposals due by next meeting. Before the next meeting, Sue will share last year's list of events before the next meeting.
- c) Cherry Challenge: Kristen described the Cherry Challenge and noted she typically mails a flyer around this time of year. She'll share with Charlotte Hall for feedback prior to mailing the Cherry Challenge invitation.

6. Next Meetings

Historically we've increased the number of meetings leading up to the parade. Eastlick moved and Collender seconded changing the November meeting dates to November 13, November 27. The committee unanimously approved.

7. Adjournment: Myers moved and Eastlick seconded the meeting adjourn. The meeting adjourned at 8:50 p.m.