



## George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, November 13, 2023

7:00 PM

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

**Attendance:** Sue Johnson, Carol Myers, Edgar Bates, Colin Eilts, Bob Garbacz, Michele Longo (staff liaison), Peter Duggan, Sandra Welch, Tyler Vanice, Stephen Konya, Patrick Wilson, Jeanne Jacobs

**Excused:** Kristin Eastlick, Ally Collender, Lauren Augustine

**Absent:**

1. The meeting was called to order at 7:03 p.m.
2. Approval of October 16, 2023 Minutes: Vanice moved and Welch seconded approving the minutes as presented. The minutes were unanimously approved.
3. Reports
  - a) Social Media Subcommittee (Sue on behalf of Kristin): next meeting will be this coming week. Sue noted Mary Wadland, owner of the Zebra and president of the Living Legends, has offered to repost any social media content. Patrick encouraged everyone to add the GWBCC to their Linked In profile, which helps spread our network.
  - b) VA250 and Alexandria250

Edgar attended the most recent meeting of VA 250 (November), and Sue, Edgar and Michele attended the Alexandria250 meeting. Edgar reported that the state brand is "Virginia's history is America's story." The state commission is looking for local efforts to support. They are offering a signage program called "Road to the Revolution" and an exhibit in a truck. Patrick recommended inviting VA250 to participate in the parade.

Edgar also noted Virginia Tourism is offering grants and GWBCC should apply. As we need two community organizations writing a letter of support and pledge for a minimum of \$250, Sue will reach out to Bill Kehoe with the Friendship Veterans Association and Edgar offered the SAR as the second. Garbacz moved and Jacob

seconded the GWBCC applying for the VTC grant. The motion was unanimously approved.

Edgar also shared that October 2024 is the 200<sup>th</sup> anniversary of Lafayette's visit to the United States. Patrick suggested that the GWBCC invite the French Embassy to participate in the parade. Sue will draft an invitation to the French Embassy and Patrick will help deliver it.

c) Outreach Subcommittee

Jeanne reported that the George Washington Legacy Foundation could not grant the GWBCC's \$25,000 request, but has committed to a \$1000 grant and participation in the parade.

Patrick has reached out to bands through the state band competition and through attendance at local varsity games. Patrick has also talked to Governor Youngkin's office, and reported that we just need to send a formal invitation and he will attend.

4. Unfinished Business

a) Nominations for 2023-2024 GWBCC Secretary: Sue noted the GWBCC is still looking for a secretary.

b) 2024 Parade fundraising: Sponsorships & Old Town Business Donation Drive

To date, the GWBCC has received \$4,000 in commitments to support the parade. Jeanne provided an update on her contacts. Most sponsors from previous years have received an email inviting them to sponsor again. Historic Alexandria's Development Officer Mary Bramley is assisting in obtaining sponsorships. Instead of hosting a fundraising event, Mary is shifting her attention to pursuing large sponsorships. She also offered to organize a coffee and donuts event during the Scottish Walk—Stephen, Carol, and Sue are available to assist.

Old Town Business Donation Drive: Sue provided an update on the business drive. The Old Town Business Association has already been notified about this opportunity. Sue and Carol attended a business happy hour where they were able to talk up the donation drive. Before this meeting, Sue had reached out to individual committee members with flyers and block assignments and encouraged everyone to begin walking.

5. New Business

a) 2024 Parade fundraising: Individual Donation Drive

The Individual Donor Drive will launch on giving Tuesday.

Sue has also submitted an article to the Zebra for its print and online versions, announcing the Living Legends as the Grand Marshals. This article also mentions sponsorship and donation opportunities.

- b) Opening of Parade Registrations: Parade registration will open this week. The Rules and Procedures had to be reviewed by the City Attorney and they have just been returned for posting.
- c) Volunteering for the parade: Carol noted there's currently nothing on the website about who to contact to volunteer for the parade.
- d) February Events schedule: Sue directed the committee to look over the 2022 list of events as a reference point.

The Restaurant Cherry Challenge flyers have already been mailed to restaurants. Kristin plans to follow up with an email to all the restaurants. Vanice moved and Myers seconded a motion that winners of the Cherry Challenge be able to participate in the parade for free. The motion was unanimously approved.

Sue has reached out to the leadership of the local alliance who runs the Armed Forces Community Covenant Ceremony. It's unknown if it will take place this year.

The George Washington Masonic National Memorial will again host the Washington Symposium on the third Saturday of February. It will be connected to the anniversary of Washington's death. Ticket sales have also gone live for the annual gala hosted at the National Memorial.

The GWBCC will be discontinuing the Chocolate with Washington. It wasn't drawing the crowd we hoped to and wasn't cost effective. Sandra will be focusing her attention on the Wreath Laying Ceremony at the Tomb of the Unknown Soldier of the Revolution. Tyler recommended having a representative of the Grand Marshals place a live wreath as part of the ceremony and say a word. GWBCC would need to purchase a wreath for the Grand Marshal to lay. Ideally George and Martha Washington would be part of the wreath laying ceremony as well. Tyler can provide a connection for a Mason to recite "A Toast to the Flag."

Sue is reaching out to the person who portrayed Martha Washington prior to the 2023 parade. The GWBCC budget can't support the costs of the reenactor who portrayed Martha Washington in 2023.

- 6. Next Meeting – November 27 at 7 p.m. at the Lloyd House, 220 N. Washington Street.
- 7. The meeting adjourned at 8:48 p.m.