



George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, November 27, 2023

7:00 PM

The Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

Attendance: Sue Johnson, Carol Myers, Edgar Bates, Colin Eilts, Michele Longo (staff liaison), Peter Duggan, Stephen Konya, Sandra Welch,

Excused: Kristin Eastlick, Ally Collender, Tyler Vanice, Jeanne Jacobs, Bob Garbacz,

Absent: Patrick Wilson, Lauren Augustine

1. The meeting was called to order at 7:08 p.m.
2. The approval of November 16, 2023 minutes was delayed due to a lack of quorum.
3. Reports
 - a) Chair: Sue noted that we have raised approximately \$6,000 in sponsorships and expect approximately \$5,000 in registration fees. That leaves \$29,000 to raise. Parade registration will go out this week.
 - b) Outreach Subcommittee: Outreach to high school marching bands continues. Sue and Patrick have formally invited the French Embassy and will send invitations to the VA Senators and Congressman Don Beyer.
 - c) Social Media Subcommittee: The subcommittee met and divided the social media accounts between the three members (Kristen, Patrick, and Lauren). They are currently working on a social media calendar. Separately, Sue has submitted an article about the 2024 parade in the December edition of the Zebra.
 - d) VA250 and Alexandria250: Edgar reported the American Friends of Lafayette (AFL) expressed interest in participating in the parade. He'll extend an invitation for them to participate in the parade and gather additional information about their potential participation. The Lafayette reenactor may be available for other events that weekend to help promote the October events.
4. Unfinished Business
 - a) Nominations for 2023-2024 GWBCC Secretary: Sue noted the GWBCC is still looking for a secretary.

b) 2024 Parade fundraising

- i. Sponsorships: Some sponsorships have come in since the last meeting and work continues. The GWBCC is meeting with representatives of the Living Legends regarding sponsorship opportunities. Colin suggested selling advertising space on the website, which Sue will explore further with Kristen.
 - ii. Old Town Business Donation Drive: Some members have distributed flyers along their assigned routes in the first round of distribution. Members reported positive experiences asking for a manager or owner and talking about Parade Day and the numbers it will draw and then introducing the donation opportunities. It will require follow-up, but businesses seemed interested. Sue suggested giving restaurants Cherry Challenge flyers after talking about the Old Town Business Donation Drive flyers.
 - iii. Individual Donor Drive: This will be developed by the next meeting.
 - iv. Grants: In preparing the Virginia Tourism Corporation 250 grant, Carol realized it was specifically for marketing expenses, not parade expenses, and that it requires matching those marketing expenses. Due to the current needs of the parade, this grant ultimately didn't fit. Given Carol's grant management experience, Sue announced that Carol will explore other grant options in the future, like the Virginia Humanities 250th grants. Members who become aware of grant opportunities are encouraged to send relevant information to Sue and Carol, who will vet them and report back to the Committee.
- c) Opening of Parade Registrations: Sue will send an email to all past participants Tuesday morning, minus the masonic groups that came in specifically for last year's parade. The newsletter this week will also announce registration opening. Groups will begin registration by going to AlexandriaVa.gov/Shop and selecting Events. Note events are in chronological order, so they will have to scroll down to reach the parade.
- d) Michele announced that the December 2 Fundraiser in the garden of Murray-Dick-Fawcett House will not take place.

5. New Business

- a) February events schedule: Sue shared the events list from 2022 and walked through the list. The Cherry Challenge is already getting registrations. Please send changes to Sue for events you are responsible for before the December meeting.
- b) December-January meeting schedule: To accommodate holidays and allow for additional meetings, we will be meeting December 11, January 8, January 22,

and February 5. The meetings will take place at the Lloyd House, 220 N. Washington Street.

6. The meeting adjourned at 8:30 p.m.