



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

Monday, December 11, 2023

7:00 PM

The Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

**Attendance:** Sue Johnson, Carol Myers, Michele Longo (staff liaison), Peter Duggan, Sandra Welch, Kristin Eastlick, Ally Collender, Tyler Vanice, Bob Garbacz, Edgar Bates, Stephen Konya, Andrew McCarthy-Clark, Amy Eggers (guest)

**Excused:** Colin Eilts, Jeanne Jacobs, Patrick Wilson,

**Absent:** Lauren Augustine

1. The meeting was called to order at 7:01 p.m.
2. The November 13, 2023 and November 27 minutes were approved unanimously (Vanice moved and Welch seconded).
3. Reports
  - a) Chair: Sue shared a countdown to parade—days left, money left to raise, and major tasks completed to date. The French Embassy will be represented in the parade. VA Senators and Alexandria Congressman have been formally invited to the parade.
  - b) Outreach Subcommittee: Jeanne submitted a written report, which Sue shared. The subcommittee continues to contact high schools for marching bands and cheerleading squads.
  - c) Social Media Subcommittee: Website is up to date. All social media channels (Facebook, Instagram, LinkedIn, and Twitter/x) are back up and running. If you have an interesting fact of Washington to share, that can be used on social media. If you are attending a Washington-related event, that can supply social media content as well. Please repost when it comes across your feeds!
  - d) VA250 and Alexandria250: Edgar noted this Saturday, December 16, is the anniversary of the Boston Tea Party. Local DAR/SAR will have a ceremony at the Tall Ship Providence. Sue noted she will be attending a VA250 grants workshop Tuesday morning.

#### 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: Sue and Committee members shared updates on their requests. The Zebra published an article in their December issue that highlighted the Living Legends as parade marshals and welcoming donations for the parade.
  - ii. Old Town Business Donation Drive: Old Town Business donation drive flyers still are being distributed by GWBCC members, and more assignments will be made in January. Zebra reposted the GWBCC's Facebook post on the drive, which was helpful. The committee will expand efforts to businesses west of Washington Street. GWBCC members dropping off flyers are encouraged to get manager business cards and to share the contact information with Sue and Kristen (if restaurant for Cherry Challenge).
  - iii. Individual Donor Drive: This will be announced in the next GWBCC newsletter, but Sue will also send it via email directly to all committee members to share with their contacts and organizations.
  - iv. Grants: Sue will attend the VA250 Grants info session.
- c) Parade Registrations and Participants: Registration is open! The past has varied in number of units, but is typically around 110.
- d) 2024 Events Schedule: The schedule is almost complete. Historic Alexandria will share event updates in the new year. Vanice moved to approve the schedule with the ability to make edits to events and Garbacz seconded. The committee unanimously supported the event schedule.

#### 5. New Business

- a) 2024 Parade Permit status: Special Event permit is submitted and GWBCC will present on Thursday morning.
- b) 2024 George Washington Proclamation: Sue updated last year's proclamation to incorporate this year's theme and develop more of a narrative. The committee provided minor edits. Vanice moved and Eastlick seconded approving the proclamation with the discussed edits. The committee unanimously supported the motion. Hopefully everyone can attend the Council meeting on February 13 for the reading of the proclamation.
- c) Notification of Businesses and Residents in Parade Area: In January we will need to notify residents and businesses in and near the parade route and assembly area.

6. Good of the cause

- a) We have four restaurants signed up for the Cherry Challenge.
- b) The next meetings are Jan. 8, Jan. 22, and Feb. 5.
- c) Sue shared details about the Duvall House fundraiser taking place on Saturday, February 10. Vanice moved, Duggan seconded, and the committee unanimously supported the ticket price being raised to \$150.

7. The meeting adjourned at 8: 18 p.m.