



George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, January 8, 2024

7:00 PM

The Lyceum

201 S. Washington Street, Alexandria, Virginia 22314

Attendance: Tyler Vanice, Sue Johnson, Carol Myers, Andrew McCarthy-Clark, Bob Garbacz, Lauren Augustine, Kristen Eastlick, Peter Duggan, Edgar Bates, Michele Longo (staff liaison) , Jeanne Jacob (virtually)

Excused: Sandra Welch, Ally Collender, Colin Eilts

Absent: Patrick Wilson, Stephen Konya

1. The meeting was called to order at 7:05 p.m.
2. The December 11, 2023 minutes were approved unanimously (Garbacz moved and Vanice seconded). Sue noted the average number of parade units in the 2019, 2020 and 2022 parades was 60-65 without dignitaries and 90-95 with dignitaries, not the 110 recorded in the minutes.
3. Reports
 - a) Chair: Sue updated the committee on parade logistical items that have been completed since the last meeting: Confirmation of Town Crier; Civil Air Patrol who will provide cadets as parade marshals, Alexandria Radio Club, Municipal Media to provide sound, and Martha Washington. In the coming month, we will publish our events schedule, send out the press release, recruit parade volunteers, and invite local dignitaries. We also need to hand-distribute the parade notification to residents and businesses in the parade and parade assembly areas in January.
 - b) Outreach Subcommittee: Jeanne shared her report via zoom. She has continued to reach out to local organizations for sponsorships and parade participation. Sue noted additional people she is reaching out to, including the Quantico Marine Band. Jeanne offered to shuttle George and Martha between the Friendship Veterans breakfast and the wreath laying, though is unable to leave early if that's required due to the added distance this year between locations. A great group to invite to participate would be Tinkus Kay'Sur, who is a colorful dance group who participated in the past. GWBCC will be purchasing a \$400 sponsor table at the Friendship Veterans breakfast.
 - c) Social Media Subcommittee: Events are built out for the website and will be created for Facebook soon. Notices have been going out as requested on social media channels. GWBCC members were encouraged to share social media posts.

- d) VA250 and Alexandria275: Edgar reported on participation in the Tall Ship Providence's Boston Tea Party event. Michele noted Historic Alexandria (City) will cover the cost of 275th branding at the parade.

4. Unfinished Business

- a) Nominations for 2023-2024 GWBCC Secretary are still encouraged.
- b) 2024 Parade fundraising: We have a little over \$25,000 left to raise before the parade. People are still actively following up with individuals and businesses. Lauren brought the window decals for distribution to Old Town businesses who have donated in the Old Town Business Donation Drive. Tickets for the February 10 fundraiser at Duvall House are now live online.
- c) Parade permits: The parade is approved by the Special Events committee and work is moving forward. Notification needs to be made soon and should be complete within a period of a few days if not at exactly the same time.
- d) Parade registrations: The committee received a request to hand out paperwork during the parade. The committee decided to allow all organizations who ask to hand out things other than candy but will assess how much trash is left after the parade this year to see if we need to make changes in the future.
- e) 2024 Events Schedule: Kristen shared the current list of Cherry Challenge participants and process for participation. Each organization representative gave a brief synopsis of their events.

5. New Business

- a) Parade volunteers: Each committee member received a sheet with a QR code to sign up through the online system SignUp.com to volunteer for the parade. Michele will be the lead for the Dignitary Station, Kristen will be the lead for the parade review stand.
- b) City Council approval of 2024 George Washington Month Proclamation will take place February 13 at 7 p.m. All are invited to come to support the GWBCC at City Hall that evening. Bob offered to help distribute copies of proclamation after the event (to City Hall, the Parade Marshal organization, libraries, etc.).

6. Adjournment: Meeting adjourned at 8:40 p.m.