



George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, January 22, 2024

7:00 PM

Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

Attendance: Edgar Bates, Sandra Welch, Jacque Martin, Sue Johnson, Bud Jackson (guest), Kristen Eastlick (guest), Colin Eilts, Carol Myers, Andrew McCarthy-Clark (virtually), Michele Longo (staff liaison), Lauren Augustine,

Excused: Tyler Vanice, Bob Garbacz, Peter Duggan, Jeanne Jacob

Absent: Patrick Wilson, Stephen Konya, Ally Collender

1. The meeting was called to order at 7:07 p.m. New members and guests introduced themselves.
2. Approval of January 8, 2024 minutes was delayed due to a lack of quorum.
3. Reports
 - a) Chair—Four weeks until parade day with \$18,000 to raise
 - b) Outreach Subcommittee—With Jeanne Jacobs absent, Sue provided an overview of the committee's role in recruiting units with "entertainment value."
 - c) Social Media Subcommittee—The website is up to date and the Cherry Challenge will be updated by the end of the week. The next newsletter goes out tomorrow highlighting the individual donor drive, parade registration deadline of January 29, and the Duvall House fundraiser. The parade will be featured on the cover of the Zebra in February. Sponsors will be thanked via social media soon as well.
 - d) VA250 and Alexandria275—The GWBCC events are getting onto the VA 250 website.
4. Unfinished Business
 - a) Nominations for 2023-2024 GWBCC Secretary
 - b) 2024 Parade fundraising—Since the last meeting, we have had additional sponsorship commitments, including Simpson Development and Alexandria Restaurant Partners and smaller donations, totaling \$3450 since the last meeting.
 - i. Old Town Business Donation Drive: So far \$1,600 can be attributed to the Old Town Business Donation Drive. We need to return to businesses to follow up.
 - ii. Individual Donor Drive: Sue is sponsoring a \$5000 matching donation to use as part of the individual donor drive. She will send a new email out announcing this matching opportunity for everyone to share with their friends and organizations. Living Legends will also be receiving letters about donating.

- iii. GW Fundraiser – February 10 at Duvall House, 5:30-7:30 p.m. Individual invitations have gone out to everyone to share with friends and organizations. The Zebra Press will cover the event.
- c) Parade registrations—We have 46 total at this time who have purchased registrations. City dignitary invitations will be going out this week.
- d) 2024 Events Schedule: The schedule has been submitted to Visit Alexandria’s calendar and the Zebra. It will be going out to the Old Town Crier this week.
 - i. Wreath Laying: Sandra’s chapter of the DAR is working with OPHM to put up signage about the wreath laying and tours so people walking by will know about the event. Edgar will reach out to the Friends of Lafayette about the reenactor joining the ceremony too.
 - ii. Cherry Challenge has around 20 participants at this point. The registration deadline is technically January 26, but we can add restaurants after if needed.
 - iii. The Hunt for Washington clue sheets are almost completed. Lauren will help redesign the clue sheets.
 - iv. George Washington’s Alexandria Tours—Sue updated the committee on the issue of other companies offering tours by the same title.
- e) February 13 City Council approval of 2024 George Washington Month Proclamation—Members were encouraged to attend.
- f) Parade volunteers: Carol reviewed the current volunteer sign-ups. We especially need dignitary drivers and cars. The Civil Air Patrol will cover some parade marshal positions, but we need more.

5. New Business

- a) Notification of businesses and residents in parade area
The committee is required to notify all residents and businesses impacted by the parade, both those directly on the route and those nearby. Carol will be organizing the drafting of the flyers and the distribution over the coming two weekends.
- b) GWBCC marketing & public relations: Sue proposed expanding the Social Media Subcommittee into a Marketing and Public Relations Subcommittee after February’s parade. The subcommittee could develop a marketing plan for the next two years. Michele requested a few photos and video clips to share with Visit Alexandria for their marketing campaign.

6. For the Good of the Cause

If the parade needs to be cancelled due to weather, sponsors will be contacted inviting them to move their sponsorship to the following year. Units will be offered the option to either receive a refund or donate it to the parade.

7. Adjournment—The meeting adjourned at 8:30 p.m.