



George Washington Birthday Celebration Committee (GWBC) Alexandria, VA

Monday, April 15, 2024
7:00 PM
Lloyd House
220 N. Washington Street, Alexandria, Virginia 22314

Attendance: Colin Eilts, Edgar Bates, Sandra Welch, Peter Duggan, Jeanne Jacob, Ally Collender, Sue Johnson, Laura Packard, Bob Garbacz, Stephen Konya, Jacque Martin, Michele Longo (staff liaison), Bud Jackson (guest)

Excused: Tyler Vanice, Carol Myers, Andrew McCarthy-Clark

Absent: Patrick Wilson, Lauren Augustine, Kristen Eastlick

1. The meeting was called to order at 7:05 p.m.
2. Approval of March 18, 2024 minutes were approved unanimously.
3. Reports
 - a) Social Media Subcommittee—No updates from the Social Media Subcommittee. Going up online will be updates shared via the newsletter and Hunt for Washington winners and photos of participants.
 - b) VA250 and Alexandria250—Edgar reviewed the upcoming Fairfax Resolves and Lafayette anniversary events this summer and fall, respectively. In 2026, Alexandria is working towards hosting tall ships.
4. Unfinished Business
 - a) 2024 Parade Revenues and Expenses
Sue reviewed the expenses and income report for the 2024 parade. The final City invoice reflected increased police costs that was not in its earlier estimate, due to the 2024 collective bargaining agreement that gave police overtime rates to 2.5% on city holidays. The Office of Historic Alexandria is helping to cover the difference this year from the 275th Birthday budget since the parade was a soft launch of the 275th birthday for the City. For future parades, the committee faces the options of (1) raising additional funds through larger sponsorships; (2) advocacy efforts to attempt to increase the City contribution or reduce City staffing costs; and/or considering options of moving the parade to a non-city holiday. The group discussed the need to begin communicating with City and community officials about the additional challenges, and brainstormed potential sponsors or events to help bridge the funding gap for 2025.
 - b) Laws and Rules for Boards and Commissions
Sue recapped a post-parade City briefing on the laws and rules. Highlights included:
 - i. Attendance: All committee members must attend at least 75% of meetings in a year. Excused absences do not count against the 75%, but must be excused (approved) by the chair, so please email or call Sue prior to any meeting you are unable to attend.
 - ii. Virtual attendance: Virtual participation due to a personal matter is limited to two meetings or 25% of meetings, whichever is higher.

- iii. Communications: Any communication between three or more members about committee matters is considered a public meeting and requires public notice, minutes, etc. Please do not mass email or carry out conversations with more than one other Committee or Subcommittee member via email.
- iv. Subcommittees: Should set meetings and have them publicly advertised.
- v. Sue will send out the power point from the meeting to committee members.

5. New Business

- a) 2025 Parade theme and Grand Marshal
Colin suggested a theme honoring the 250th anniversary of George Washington becoming Commander in Chief of the Continental Army. Sue noted that this theme is an excellent lead-in to the nation's 250th anniversary in 2026 and could bring additional interest and participation in the parade from new entities. The group discussed potential Grand Marshals, and the goal is to have a final decision on both the parade theme and Grand Marshal by its June meeting.
- b) 2025 Sponsorship package
Sue shared the updated sponsorship package that is more streamlined than previous packages reflects added benefits. Ally will work on an alternate format to provide for easy comparison. Fundraising can begin now, but will really kick off with the announcement of the parade theme and Grand Marshal(s). Carol, Sue, and Historic Alexandria staff will be reviewing potential grants.
- c) Marketing & Public Relations Subcommittee
Currently the Social Media Subcommittee consists of Kristen, Lauren, and Patrick. The goal is to expand this committee to consider marketing more broadly. Laura, Jacque, and Bud will join.

6. For the Good of the Cause

- a) Michele reminded the committee that all are invited to the Volunteer Appreciation Party at Lloyd House April 21, 2-4 p.m.
- b) May 4 and 5 are Revolutionary War days at Mount Vernon

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

Next meeting: Monday, May 20 at 7 p.m.