



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

Monday, May 20, 2024

7:00 PM

The Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

**Attendance:** Sue Johnson, Michele Longo (staff liaison), Sandra Welch, Tyler Vanice, Edgar Bates, Andrew McCarthy-Clark, Colin Eilts, Jeanne Jacobs, Stephen Konya, Carol Myers, Bob Garbacz, Laura Packard, Patrick Wilson

**Excused:** Peter Duggan, Jacque Martin, Kristen Eastlick, Ally Collender,

**Absent:** Lauren Augustine

1. The meeting was called to order at 7:05 p.m.
2. The April 15, 2024 minutes were approved as received unanimously (Vanice moved and McCarthy-Clark seconded).
3. Reports
  - a) Parade Outreach Subcommittee: John Porter has agreed to assist with parade unit recruitment. Jeanne has reached out to thank units who responded to the invitation to the 2024 parade. Sue reported the Living Legends unit enjoyed their time in the parade and hope to come again. Please share suggestions for potential units with Jeanne. Given the challenge in recruiting bands, Patrick offered to establish a monetary prize in Marion Moon's name for non-professional bands who participate and suggested a physical award as well. Checking other parade participant lists, including the DC Memorial Day parade and Fairfax July 4 parade.
  - b) Marketing and Public Relations Subcommittee: Kristen, Laura, Lauren, Jacque, Patrick, Sue, and Bud are serving on this subcommittee. Their first meeting is May 23 at 6:30 p.m. via zoom. Their projects include developing a marketing plan, new website, and more. Patrick reminded committee members to like the GWBCC committee page on LinkedIn. Patrick recommended the committee explore having a table at community events to help advertise the parade.

- c) VA250 and Alexandria250: Edgar shared an update for plans over Memorial Day weekend and reminded the committee of the Fairfax Resolves event in July and Lafayette events in October.
- 4. Unfinished Business
  - a) 2024 Parade Expenses: As a reminder, the City bill came in over \$16,000 more than anticipated for the 2024 parade. While police covered the difference due to the mistaken estimate in 2024, the committee needs to plan to raise additional funds moving forward to remain on Washington's Birthday. Due to the police collective bargaining agreement, we can expect to pay the 2.5 rate for the parade on City holidays moving forward. If the committee could maintain the current fundraising levels and add some major sponsorships, we could secure the needed amount. The committee can also pursue meetings with City officials to help secure additional funding, work with police to try and lower the cost, and/or consider moving the parade to a non-City holiday.
- 5. New Business
  - a) 2025 parade theme and Grand Marshal:
  - b) 2025 parade fundraising
  - c) 2025 officer election timing
- 6. Good of the cause
- 7. The meeting adjourned at 8: 18 p.m.