



George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, June 17, 2024

7:00 PM

Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

Attendance: Sue Johnson, Michele Longo (staff liaison), Ally Collender, Stephen Konya, Colin Eilts, Carol Myers, Bob Garbacz, Jeanne Jacob, Laura Packard (virtually), Jacque Martin, Patrick Wilson

Excused: Andrew McCarthy-Clark, Tyler Vanice, Kristen Eastlick, Edgar Bates, Sandra Welch, Lauren Augustine

1. The meeting was called to order at 7:04 p.m.
2. The May 20, 2024 minutes were approved as received unanimously (Garbacz moved and Eilts seconded).
3. Reports
 - a) Parade Outreach Subcommittee: Bishop Ireton Cheerleaders have committed to participate again. Sue learned some local businesses have mascots, and Jeanne will see if they can be recruited for the parade. Jeanne is recruiting additional people to form a subcommittee.
 - b) Marketing & Public Relations Subcommittee: The subcommittee has already begun updating the website. Committee feedback is welcome. The Subcommittee is also soliciting designs for a new logo, with suggestions to be brought to this group at a future meeting. The Subcommittee is also working on a 2025 marketing plan, which can be submitted for a VA250 marketing grant.
 - c) VA250 and Alexandria250: Michele shared the flyer for upcoming Fairfax Resolves events and Sue shared Edgar's notes from the latest Alexandria250 meeting.
4. Unfinished Business
 - a) City of Alexandria parade security staffing costs: GWBCC representatives Bob, Sue and Michele met with representatives of Alexandria Police Department (APD) and Community Emergency Response Team (CERT) to discuss ways to reduce police staffing costs. APD is exploring some options that would cut costs, but only by a little.
 - b) Memo to City Manager: Based on Gretchen Bulova's advice (Director of the Office of Historic Alexandria), Sue drafted a memo which is being presented on the Committee's behalf to the City Manager's Office. Highlighting the lack of change in the City's parade budget since 2008 in spite of inflation and the increased cost in police staffing, it requests that the City review its financial commitment to the parade. It also asked for the City Manager's input on the option of moving the 2025 parade to the Saturday before.
 - c) Community Input on Parade: Sue has continued to meet with community organizations, including asking about a potential date change of the parade. No strong opinions from the Old Town Business Association, the Old Town North Business Association. Brian Hilton will remain available on the date we choose.

- d) 2025 Grand Marshal: The committee is still working to secure a grand marshal.
- e) 2025 parade fundraising
 - i. Sponsorships: No major sponsors to report at this time. The sponsorship package is online and all committee members have received a digital copy. The Old Town Business Donation drive will kick off this summer. Ally, Peter, Stephen, Jeanne, and Sue will help distribute flyers to local businesses.
 - ii. VA250 grant application: The next application period is August 1—September 17. GWBCC will submit an application through the Office of Historic Alexandria.
- f) 2024-25 officer elections: Nominations can be sent to Sue before the July meeting. Note Michele will be absent and needs someone to cover minutes at the July 15 meeting.

5. Adjournment: The meeting adjourned at 7:52 p.m.

Next meeting: Monday, July 15 at 7 p.m.