



George Washington Birthday Celebration Committee (GWBC)

Alexandria, VA
Monday, September 16, 2024
7:00 PM
Lloyd House
220 N. Washington Street, Alexandria, Virginia 22314

Minutes

Attendance: Sue Johnson, Michele Longo, Ally Collender, Carol Myers, Peter Duggan, Stephen Konya, Edgar Bates, Patrick Wilson, Colin Eilts, Bob Garbacz, Sandra Welch (virtual), Laura Packard (virtual)

Excused: Kristen Eastlick, Andrew McCarthy-Clark, Lauren Augustine, Jeanne Jacob, Tyler Vanice, Jacob,

1. The meeting was called to order at 7:02 p.m.
2. The August 19, 2024 minutes were approved as received unanimously (Bob moved and Edgar seconded).
3. Reports
 - a. Chair Report – Sue Johnson
 - i. The Committee submitted its three preferred parade dates voted upon at the August meeting to appropriate City officials – (1) Monday, February 17 on the condition that the GWBC receive an additional \$20,000 in funding to cover the additional \$20,000+ in policy costs on city holidays that stems from the police department's new collective bargaining agreement with the City; (2) Saturday, February 15; and (3) Saturday, February 22.
 - ii. The City Manager's office subsequently offered the GWBC an additional \$10,000 if the 2025 parade is held on Saturday, February 15th.
 - iii. It agreed to coordinate with the GWBC on the public announcement, and to leave open the opportunity to request 2026 funding from the City to support the \$20,000+ in additional police costs.
 - iv. The parade time will be from 1:00 p.m. to 2:00 p.m. to accommodate the vendors of the Old Town Farmers Market held on Market Square from 7

a.m. to 12 noon on Saturdays. We do not expect to have to modify parade logistics with this change.

- b. Parade Outreach Subcommittee
 - i. Jeanne is out of town this month, no updates.
 - c. Marketing and Public Relations Subcommittee
 - i. The subcommittee didn't meet this month.
 - ii. Sue reported that since a parade date is set, a meeting will be scheduled on how to market the parade and February events.
 - iii. Sue, Laura, and Kristen will be working to update our website.
 - iv. New logos were designed - the subcommittee will review and nominate two logos for the Committee to review and approve.
 - d. VA250, Alexandria250, and other Alexandria community reports
 - i. VA250 - Edgar reported on upcoming American Friends of Lafayette events (see attachment)
4. Unfinished Business
- a. 2025 Parade Finances and Date
 - i. Confirmed date/time - Saturday, 15 February 2025 at 2:00 p.m.
 - ii. Sue and Michelle are working on a more detailed budget
 - b. 2025 Parade Fundraising
 - i. Sponsorships
 - Two sponsorships to date – a Bronze sponsorship (\$1,000) and a Supporting Sponsorship (\$500)
 - Sponsorship package is on GWBCC website and Sue can send out draft emails/letters to those who contact potential sponsors
 - The committee discussed whether GoFundMe was an appropriate venue to raise funds, but it was suggested that GoFundMe is more effective for a time-sensitive urgency (i.e. parade is going to be canceled).
 - c. VA250 Grant Application
 - i. Deadline for the application for the Virginia Tourism Corporation (VTC) marketing grant is 17 September
 - ii. The grant will only match marketing costs and will not cover most parade expenses
 - iii. Sue and Carol prepared the application based upon ideas developed by the Marketing Subcommittee, and submitted it to OHA for approval and submission
 - iv. OHA may need to revise it to conform with VTC requirements

- d. Old Town Business Donor Drive
 - i. Flyers will be distributed soon. Sue will be reaching out to volunteers with assignments
 - ii. Volunteers - Jeanne, Steve, Ally, Peter, Sue
 - e. Potential Fundraising Events
 - i. The Duvall House fundraiser is confirmed - Intimate Evening w/ George Washington - Saturday, February 1st
 - ii. Considering a fundraising Brunch in Old Town w/ George Washington on Parade Morning
 - iii. Port City Brewing does fundraising trivia nights - Jacque is coordinating
 - f. 2025 Grand Marshal
 - i. The Army Chief of Staff is not available to be the Grand Marshal. The Army's public relations office said it would look to see if other Generals are available. Patrick will follow up.
 - g. 2024 GWBCC Annual Report
 - i. Sue reminded members that it is due on 30 September, and asked them to submit volunteer hours and/or event summaries that have not yet been submitted.
5. New Business
- a. 2025 Parade Permits
 - i. Michele will be submitting this week
 - b. 2025 Parade Registration
 - i. Sue and Carol will be working with Michele on updating the 2025 application.
 - ii. Goal - open registration by the end of October.
 - 1. Last year was in December.
6. For the Good of the Cause
- a. The idea of offering prizes or trophies to marching bands in the future was discussed.
7. Adjournment: Motion to adjourn approved unanimously (Patrick moved and Colin seconded).

Next meeting: Monday, October 21st at 7:00 PM

Attachment

Alexandria Lafayette Events October 2024

1. October 5 & 6 Walking Tour w/ Elizabeth Reese - includes a copy of her book about Lafayette
 - a. <https://shop.alexandriava.gov/SelectEvent.aspx?eventid=6000605>
2. October 16 - invitation only at Lafayette's Home in Alexandria
3. October 17-
 - a. Ceremony commemorating 250th anniversary of Lafayette's return at Mount Vernon.
<https://friendsoflafayette.wildapricot.org/event-5860998>
 - i. Morning event - 0900 - 1130 - \$25/PP
 1. 0900 - Lady Washington Breakfast at Mount Vernon Inn
 2. 1015 - Reenactment at Old Tomb. Lafayette and other interpreters will be on hand
 3. 1115 - Wreath Laying at the New Tomb
 - ii. Afternoon Event - 1200 - 1500 - \$25/PP
 1. 1200 - Gristmill Buffet Luncheon at Mount Vernon Inn
 2. 1345 - Reenactment at Old Tomb. Lafayette and other interpreters will be on hand
 3. 1425 - Wreath Laying at the New Tomb
 - b. Gadsby's Tavern Dinner w/ Lafayette
 - i. <https://shop.alexandriava.gov/EventPurchase.aspx?dateselected=10/17/2024>