



George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, November 18, 2024

7:00 PM

Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

Minutes

Attendance: Sue Johnson, Carol Myers, Peter Duggan, Stephen Konya, Colin Eilts, Laura Packard, Kristen Eastlick, Bob Garbacz, Sandra Welch, Edgar Bates, Patrick Wilson, Lauren Augustine (virtually), Jeanne Jacob (virtually)

Guests: Scot Bryant, George Washington SAR Chapter

Excused: Ally Collender, Tyler Vanice, Jacque Martin

Unexcused: Andrew McCarthy-Clark

1. The meeting was called to order at 7 p.m.
2. The October 21, 2024 minutes were approved as received unanimously (Edgar moved and Bob seconded).
3. Reports
 - a) Chair:

The City's parade announcement is expected to go out this week. At the same time, parade registration will officially open along with the GWBCC newsletter. Sue has already contacted many long-time parade participants regarding the date change.
 - b) Parade Outreach Subcommittee:

Letters of invitation have gone to local schools for their bands and cheer squads. Sue will follow-up with Fishburne Military Band and William Ramsay Cheerleaders. DASH has agreed to provide a trolley for Living Legends to ride in the parade, meeting in the George Washington Masonic Memorial parking lot. Sandra reached out the Commander's marching band to see if they would participate as an in-kind donation.
 - c) Marketing & Public Relations Subcommittee:

The Subcommittee met to discuss website changes needed before the parade registration opening, and social media posts after the opening. The *Zebra* agreed to be a gold sponsor in exchange for free parade coverage, a full-page ad acknowledging sponsors, and reposting social media posts. Todd O'Leary, President of Visit Alexandria, is meeting with Sue the week of Thanksgiving, to discuss what Visit Alexandria provides and how we might increase visibility. Kristen noted our Facebook engagement has increased over the past year. The Subcommittee will bring potential new logos to the December meeting for the committee to review.
 - d) VA250, Alexandria250, and other Alexandria community reports

Edgar reminded the committee of Sail 250 plans in Alexandria and SAR plans for a 2026 gathering over parade weekend. Kristen announced Gadsby's Tavern Museum Society (GTMS) is looking for new board members, including representatives from the hospitality industry and

American Legion. GTMS is hosting a fundraiser Friday, December 6 at Little Theatre of Alexandria for the annual performance of Christmas Carol.

4. Unfinished Business

a) Parade registration opening

The City and GWBCC announcements go out after Laura updates the website. Registration is running through the same site as donations, which allows us to bring all money under one online storefront and allows registrants to make an additional donation when registering their unit.

b) 2025 Grand Marshal

Patrick is continuing to work on securing a Grand Marshal that is consistent with the parade theme, George Washington: America's Commander-in-Chief.

c) Parade fundraising

i. Sponsorships:

So far we have raised \$7500. The Fraternal Order of Eagles will be a \$2,500 Silver Sponsor; the Friendship Fire Veterans Association, George Washington National Masonic Memorial, Kate Waller Barrett DAR Chapter, and Kathleen Casey will be \$1,000 Bronze Sponsors; and American Legion Post 24 and McLaughlin Associates will be \$500 Supporting Sponsors. The goal is approximately \$30,000 total raised.

ii. Old Town Business Donor Drive:

Flyers and assignments were sent to volunteers this past week. Last year we raised \$3,000 through this initiative, and we hope to increase this amount.

iii. Fundraising events:

Remember the Port City Brewery fundraiser will be January 16. Committee members should be ready to help staff an info table. February 1 will be the fundraiser at Duvall House, limited to 40 people at \$150 each, 5:30-7:30 p.m. On parade day, there will be a Parade Day Brunch fundraiser with George Washington. Sue is seeking a restaurant or hotel to host the brunch.

5. New Business

a) 2025 GWBCC Events Schedule

Jeanne reminded everyone that the Friendship Veterans Breakfast is remaining on President's Day. Single tickets are \$45 and tables of 10 are \$400. Sue reviewed the draft 2025 schedule of events. Expect flyers at the next meeting regarding the Cherry Challenge. The Cherry Challenge will start earlier this year so results will be in by the parade (Jan 27-Feb 10). A revised draft 2025 Events Schedule will be brought to the December meeting.

6. The meeting adjourned at 8:10 p.m.

Next meeting: Monday, December 2 at 7 p.m.

Pre-Parade GWBCC Meetings

Monday, December 16

Monday, January 6

Tuesday, January 21

Monday, February 3

Other Dates to Remember

January 16: Port City Brewery GWBCC fundraiser

February 1: Duvall House GWBCC fundraiser

Saturday, February 15: Parade Day