



George Washington Birthday Celebration Committee (GWBCC) Alexandria, VA

Monday, December 2, 2024

7:00 PM

Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

Minutes

Attendance: Tyler Vanice, Steve Konya, Carol Myers, Sue Johnson, Edgar Bates, Laura Packard, Jeanne Jacob (virtually), Jacque Martin (virtually), Michele Longo, Kristen Eastlick,
Excused: Peter Duggan, Sandra Welch, Patrick Wilson, Andrew McCarthy-Clark, Bob Garbacz, Colin Eilts
Unexcused: Lauren Augustine, Ally Collender,

1. Sue called the meeting to order at 7:06 p.m.
2. Approval of November 18, 2024 minutes was delayed due to a lack of quorum.
3. Reports
 - a) Chair:
 - Andrew McCarthy-Clark submitted his resignation as he was recently appointed to the City Employment Commission. He will be completing his fundraising work even though he has left the committee.
 - Sue sent the parade registration notice to past participants and the parade newsletter. No one has complained about the change of date.
 - Sue met with staff from Visit Alexandria before Thanksgiving. We'll be submitting events for them to market as soon as possible. They will be sure the parade is included in the next print edition of the Visitor's Guide. Visit Alexandria is creating a new marketing push around late January and February events, which will benefit the parade.
 - b) Parade Outreach Subcommittee
 - Bishop Ireton will be participating this year.
 - Continuing to send invitations out and follow-up with bands and cheer squads.
 - c) Marketing & Public Relations Subcommittee/new GWBCC logo review
 - Kristen will be sending out the December social media plan to Patrick and Lauren soon.
 - The subcommittee submitted a series of potential logos for the consideration of the committee. Jacque provided some background on the process and noted they each have a line that can be changed out according to its use. Logo suggestions—have Washington smile a bit more, the formal name of the committee is “George Washington Birthday Celebration Committee” (not just Birthday Committee), and some appreciate having “Alexandria, VA” on the logo. The round logo would need Washington's face more defined. Likely, whatever font is used in the logo will also be used in other materials.
 - While work on the logo will continue, the new one won't be announced until after the 2025 parade.

d) VA250, Alexandria250, and other Alexandria community reports

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4. Unfinished Business

a) Parade registration opening

- 7 organizations have completed their registration of the 9 who have paid thus far.
- The registration price will increase around January 15.

b) 2025 Grand Marshal will be Lieutenant General Heidi J. Hoyle, U.S. Army, Deputy Chief of Staff, G-4. Sue has formally extended an invitation to the parade, wreath laying, and fundraising breakfast.

c) Parade fundraising: Overall, at least \$10k more needed to cover the parade costs.

- Sponsorships
 - So far \$9750 has been raised through sponsorships.
 - The George Washington Legacy Foundation will be sending a gift for the parade.
- Old Town Business Donor Drive: Assignments and flyers went out before Thanksgiving. Sue will be emailing \$500-level donors.
- Fundraising events
 - January 16, 7 p.m. Port City event—need a few members to be there and talk up fundraising

d) 2025 GWBCC events schedule

- Goal is to have the schedule set at the next meeting.
- Brunch: still looking for a venue.
- Cherry Challenge: Kristen will bring flyers to recruit restaurants to the next meeting. Michele will set up voting through SurveyMonkey.
- Sue is updating the clues sheets for “Hunt for Washington”

5. New Business

a) Parade volunteers—We’ll begin the process of volunteer recruitment at the next meeting.

b) Proclamation is due the week of December 16

6. The meeting adjourned at 8:20 p.m.

Next meeting: Monday, December 16 at 7 p.m.

Pre-Parade GWBCC Meetings

December 16, 2024

Monday, January 6 via Zoom

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