



# George Washington Birthday Celebration Committee (GWBCC)

Alexandria, VA

Monday, December 16, 2024

7:00 PM

Lloyd House

220 N. Washington Street, Alexandria, Virginia 22314

## Minutes

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

1. Sue called the meeting to order at 7:05 p.m.
2. Approval of November 18, 2024 and December 2, 2024 minutes
3. Reports
  - Parade Outreach Subcommittee
    - No update for this meeting while awaiting responses to letters, calls, and emails. Colin has reached out to the Virginia National Guard and Virginia Defense Force.
  - Marketing & Public Relations Subcommittee
    - Social Media is going as planned. Giving Tuesday went out on Facebook but not X.
    - Newsletter has just gone out.
    - Zebra did an article in the December issue on the parade and registration being open
4. Unfinished Business
  - a) Parade registration
    - Have 18 registrations thus far. Typically have around 50 by the time of the parade.
  - b) Parade fundraising
    - i. Sponsorships: Over \$10,500 in committed or paid sponsors. Those who have donated in the past have been contacted. Sue will share a list of potential people to contact if members would like. Lauren will research Veteran-owned businesses.
    - ii. Old Town Business Donor Drive: Two donations have come in through this so far. The committee discussed tips for how to discuss donations with businesses. Lauren is ordering decals for the participating businesses (last year there were 16).
    - iii. Fundraising events: Reminder about the January 16 trivia night and February 1 Duvall House fundraiser. Tickets for the Duvall House event will go live this week. Parade Day brunch still needs a venue.
  - c) 2025 GWBCC events schedule
    - The reference copy was shared. Ultimately, this event schedule will move into the following marketing tools: Visit Alexandria's events calendar, the GWBCC website, a flyer for the Visitor's Center and select other locations in the area.
    - The website can have a complete list of museums open on Parade Day with hours, but that may not fit on the flyer.

- Cherry Challenge: Once the sponsorship is finalized, the announcement will go out. Cherry Challenge flyers were sent to committee members to take to restaurants while they are out.
  - Hunt for Washington: Sue is working on updating the content of the clues sheets so Lauren can make the final design.
  - Most events will be posted on Visit Alexandria's website and the GWBCC website by the end of the weekend.
5. New Business
- a) Parade volunteers: Carol will handle recruiting and organizing volunteers. A sheet with volunteer positions and times was shared with a QR code to the online volunteer form. Please share and begin signing up.
  - b) 2025 George Washington Birthday Celebration Proclamation: The Proclamation was approved unanimously.
  - c) Resident/business notification flyer distribution: Notification on and near the parade route will kick off in January.
  - d) Dignitary invitations will go out in January.
6. Michele reminded the committee how to log in for the zoom meeting in January. The meeting adjourned at 8:33 p.m.

**Next meeting: Monday, January 6 at 7 p.m.  
Zoom Call**

**Pre-Parade GWBCC Meetings**

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