



George Washington Birthday Celebration Committee (GWBCC)

Alexandria, VA

Monday, January 6, 2025

7:00 PM

Virtual Call by Zoom

Minutes

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

1. Sue called the meeting to order at 7:04 p.m.
2. The December 16, 2024 minutes were approved—Bates moved and Vanice seconded. Approved unanimously.
3. Reports
 - a) Chair: There are five weeks and five days until parade day!
 - b) Parade Outreach
 - Reminder that the Friendship Veterans Fire Engine Association (FVFEA) Breakfast will be Monday February 17, not Saturday with the parade. The FVFEA will be marching in the parade.
 - Jeanne is contacting groups with a mascot.
 - c) Marketing & Public Relations
 - All GWBCC events are on the Visit Alexandria website, and the parade is at the top of the signature events page of their website.
 - The parade and select events are on the Virginia 250 events calendar.
 - Press release will go out mid-January in order to be out before the Zebra's deadline for its February issue. A media advisory will go out immediately before the parade.
 - Social media posts are increasing and reach is expanding. See Attachment A for full report.
 - d) VA250, Alexandria250, and other Alexandria community reports
4. Unfinished Business
 - a) Parade registration: Currently have 31 parade registrations. Early bird registration ends January 15 and registration closes January 31. Michele noted she and Sue will be making a presentation to the Special Events committee this Thursday, and will include inquiring about the First Virginia Regiment firing weapons at the parade stand during the parade. Last year, police originally permitted discharging weapons at the parade stand by the regiment, but, after an act of terrorism at a US parade earlier that month, decided to ban all firing of weapons as a precautionary measure. It allows police to better respond to emergencies if they don't have to discern between permitted and non-permitted firing of weapons.
 - b) Parade fundraising
 - i. Sponsorships: Over \$14,000 raised so far, but are about \$10,000 behind where fundraising was at this point last year. Sue shared the list of current sponsors and those

she has reached out to. Lauren has reached out to veteran-connected businesses and organizations.

- ii. Old Town Business Donor Drive: Three members have been taking flyers out. Only three have made donations so far though reception has been positive.
- iii. Fundraising events
- c) 2025 GWBCC events schedule
 - January 16 Trivia night has been announced by Port City. Jacque will need flyers for the event. Kristen and Lauren plan to attend. Committee members don't need to register—there is a comp team reserved for the host for up to 6 people.
 - Feb 1 Duvall House fundraiser goal is to sell out. Tickets are live on alexandriava.gov/shop. Sue sent an email invitation to 50 people, including all committee members. Need volunteers for set-up and clean-up of the event.
 - Feb. 15 Parade-Day brunch fundraiser at 10 a.m. Still working on a location
 - Potential lecture in partnership with Mount Vernon. Would need 2-3 volunteers at the event.
 - Cherry Challenge: Have 12 restaurants participating so far.
 - Hunt for Washington: Sue will be creating new clue sheets and will get them to Lauren for design by the end of next week.
 - The committee reviewed the list of events posted on their website.
- d) Parade volunteers: The sign-up to volunteer is available online. Committee members should sign-up through this link, and please share with others. The Civil Air Patrol will be providing cadettes to supplement the Parade Marshals position.
- e) 2025 George Washington Birthday Celebration Proclamation – February 11, 7 p.m. City Council vote & subsequent posting. Takes place in Council Chambers of City Hall. All members are encouraged to attend.

5. New Business

- a) Resident/business notification flyer distribution: All residents and businesses on or near the parade route must be notified of the event and options for parking. Flyer packets will be ready for pick-up from Gadsby's Tavern Museum beginning January 16. Goal is to have all flyers distributed by January 27.
- b) Dignitary invitations will be going out soon.

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

**Next meeting: Tuesday, January 21 at 7 p.m.
In person – location to be announced**

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

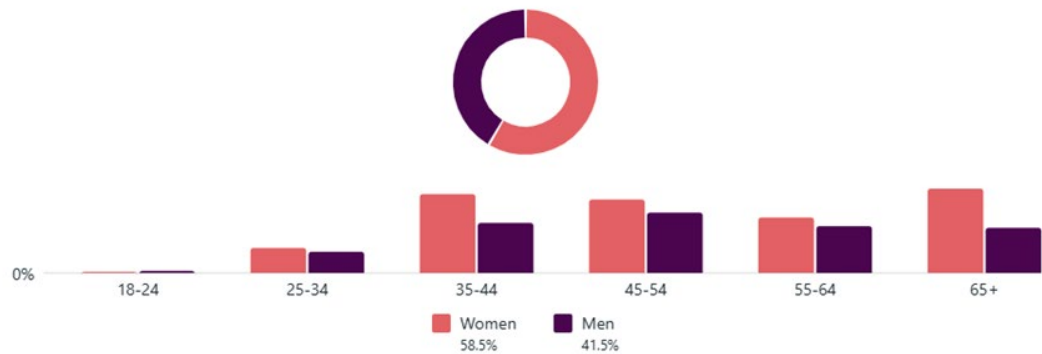
Attachment A: Social Media Report Continued growth: Facebook (FB added a new measurement of Views starting on September 21)

	2020	2023	2024
Reach	10,900	28,713	31,936
Likes/Follows	64	79	110
Visits	n/a	2,875	4,260
Views (new)	n/a	n/a	3,490

Facebook followers ⓘ

904

Age & gender ⓘ



(FB demographics in the US are: 53.8% women/46.2 men)

Top cities

- 1. Alexandria, VA - 17.7%
- 2. Laredo, TX - 3.7%
- 3. Arlington, VA - 3.2%
- 4. New York, NY - 1.4%
- 5. Franconia, VA - 1.2%
- 6. Norfolk, VA - 1.2%
- 7. Virginia Beach, VA - 0.9%
- 8. Burke, VA - 0.8%
- 9. Centerville, VA - 0.6%
- 10. Leesburg, VA - 0.6%

- Growth: X/Twitter

	September	October	November	December	YTD
Reach	424	380	484	889	2,177
Reposts	13	11	19	13	43
Likes	19	19	22	20	60
Followers	411	402	397	397	