



# George Washington Birthday Celebration Committee (GWBC)

Alexandria, VA

Monday, January 21, 2025

7:00 PM

Lloyd House

220 N. Washington Street

Alexandria, VA

## Minutes

**Attendance:** Sue Johnson, Michele Longo, Colin Eilts, Peter Duggan, Jacque Martin, Kristen Eastlick, Sandra Welch, Carol Myers, Bob Garbacz, Patrick Wilson

**Excused:** Tyler Vanice, Hunter Ihram, Edgar Bates, Carol Myers, Jeanne Jacob, Laura Packard, Lauren Augustine

**Unexcused:** Ally Collender, Stephen Konya,

1. Sue called the meeting to order at 7:13 p.m.
2. The minutes were not reviewed due to a lack of a quorum.
3. Reports
  - a) Chair—29 days until the parade!
  - b) Parade Outreach
  - c) Marketing & Public Relations: GWBC was awarded the \$5000 Virginia Tourism grant. This will cover \$1500 for the photographer, \$1500 for a videographer, \$2000 for digital ads. Patrick noted that he has purchased ads on Facebook in the past for the GWBC and can share the data with the marketing team. At this time Zebra is planning to feature the parade on the February cover and has received a lot of materials for this. The general press release will go out after the Cherry Challenge release early next week, with a media advisory the week of the parade. For social media, Kristen is working on getting events set up in Facebook.
4. Unfinished Business
  - a) Resident/business notification flyer distribution: Everyone received a packet for distribution, which should be complete by February 2. The team was reminder not to use mail slots or boxes and to email Carol when their distribution is complete. If anyone needs more, they should email Michele to receive more.
  - b) Dignitary & Grand Marshal invitations: The Grand Marshal has received updates for all events. She provided a very nice quote we can use in marketing. Carol updated the dignitary list. Patrick will be contacting state and federal elected officials. Sue will be sending invitations to local elected officials.
  - c) Parade registration: The committee reviewed a list of paid parade registrations. There are 42 registrations total, and registration is open through January 31. Registration is now \$125 since early-bird deadline passed on January 15. The First Virginia Regiment might include their horse unit and has received permission to fire their weapons at intersections and at the parade stand. The goal is to create the Order of March before February 8. The Friends of Lafayette will participate again and stop for the greeting with Washington at the parade stand.
  - d) Parade fundraising: Over \$18000 has been raised so far. We still need at least \$5000. There are still some past donors we are waiting on for a response.
    - i. Sponsorships

- ii. Old Town Business Donor Drive: There are three donors through the business drive at this point. The drive needs to wrap up by February 8 so there's time to market the businesses as part of the final push for the parade. The decals are ready to go.
- iii. Fundraising events
  - 1. January 16 Port City Brewing Company Trivia Fundraiser—approximately 100 people attended. People did make donations during and after the event. Lauren spoke in front of everyone for the group. Patrick recommended bringing merch next year. The team felt it was successful and could be an annual event.
  - 2. February 1 Duvall House fundraiser: There are 13 tickets left to sell. Patrick is providing wine and Jacque will try to secure a donation from Port City.
  - 3. February 11 Mount Vernon – GWBCC Cherry Challenge Event, NEW “Unearthing History: Mount Vernon’s Cherry Discoveries” lecture and reception at The Lyceum. Reception at 6:30 followed by program at 7 p.m. \$30. Volunteers: Patrick (bar), Jacque (bar), and Kristen.
  - 4. February 11 Proclamation at City Hall during the City Council meeting. Sue will attend with Peter, Sandra, Bob, and Colin.
  - 5. Parade Day brunch: cancelled due to cost for a venue
- e) 2025 GWBCC events schedule
  - i. Cherry Challenge: 29 restaurants registered so far.
  - ii. Post Parade reception will be 4:30-6:30 p.m.
- f) Parade volunteers: Sue ran through the list of volunteers confirmed.
- g) 2025 George Washington Birthday Celebration Proclamation – February 11 City Council vote & subsequent posting

5. The meeting adjourned at 8:45 p.m.

**Next meeting: Monday, February 3 at 7 p.m.**  
**Lloyd House**  
**220 N. Washington Street**

**Other Dates to Remember**

Tuesday, February 11: Mount Vernon-GWBCC Cherry Challenge Event  
 Tuesday, February 11: City Council Vote on George Washington Proclamation  
 Saturday, February 15: Parade Day