



# George Washington Birthday Celebration Committee (GWBCC)

Monday, April 21, 2025  
7:00 PM  
Lloyd House  
220 N. Washington Street

## Minutes

**Attendance:** Sue Johnson, Michele Longo, Peter Duggan, Colin Eilts, Sandra Welch, Edgar Bates,

**Excused:** Hunter Ihrman, Bob Garbacz, Patrick Wilson, Carol Myers, Jeanne Jacob, Jacque Martin, Stephen Konya,

**Unexcused:** Ally Collender, Kristen Eastlick, Tyler Vanice, Laura Packard,

1. The meeting was called to order at 7:04 p.m. without a quorum.
2. Chair's Report:
  - Sue shared updates regarding the 2025 parade.
3. Marketing and Public Relations Report: The e-newsletter announced the parade and cherry challenge awards. The Virginia Tourism Corporation grant is being wrapped up and OHA informed the committee that it will not be applying for this grant in the future due to the amount of time required for extensive reporting compared to the amount of money being granted. The committee will review and select a new logo at the next meeting.
4. VA250, Alexandria250, and other community reports:
  - Major Statewide initiatives of Mobile Museum and "Give Me Liberty" exhibit (in Richmond then Williamsburg)
  - Subcommittees: lectures, tours, women's, school/youth, visual arts, veterans, Patriotic groups, Beatification (bicentennial tree), Beer Festival,
  - Historic Alexandria—Sail250 June 12-14, 2026; new guidebook, four new exhibits
  - Swag order form to combine our ordering power to purchase pencils, buttons/lapel pins, stickers, patches, etc.
  - Volunteer Alexandria can help recruit for events
  - The American Friends of Lafayette will continue to have the reenactor on contract, so may be able to participate in the parade in 2026
5. Unfinished Business
  - 2025 Parade unit awards have been mailed out, except for the few delivered at the meeting to Sue. Next year's should include a cover letter with the award.
  - 2025 parade photos are now posted on the website.
  - 2025 Parade expenses & revenues to date were reviewed by Sue. Expenses were slightly lower than expected. Thanks to the one-time payment of \$10,000 from the City and fundraising efforts and donations by the committee, all parade costs were covered.
  - April 8 *Unearthing History: Mount Vernon's Cherry Discoveries* event/fundraiser raised almost \$1000 for the 2026 parade.
6. New Business
  - a) 2026 Market Square construction and impact on 2026 parade: Market Square construction could impact the parade route in 2026 and certainly in 2027.

- b) City Council deliberations on 2026 city budget: Sue shared her talking points from the Council meeting in March. DAR and SAR chapters, American Legion Post 24, and the Alexandria Lodge also spoke in support of the GWBCC. Sue has since met with multiple council members to ensure they understand the committee's work and financial needs.
- c) 2026 Parade theme needs to be connected to the 250<sup>th</sup> anniversary but also highlight George Washington. The next meeting come with ideas, with the goal of voting on the theme at the June meeting.
- d) 2026 Parade potential dates: Sue reminded the committee that this past year the committee wanted President's Day only if the City can commit additional money, the Saturday of the three-day weekend, and then the Saturday the following weekend.
- e) 2026 fundraising – sponsorship package and potential events: Sue is reaching out to schedule the Duvall House fundraiser and is considering an earlier date. The committee discussed options for dates and weighed the benefits and drawbacks of having it in the fall versus February.

7. The meeting adjourned at 8:35 p.m.

**Next Meeting: Monday, May 19 at 7:00 p.m.**