



George Washington Birthday Celebration Committee (GWBCC)

Monday, May 19, 2025

7:00 PM

Lloyd House

220 N. Washington Street

Minutes

Attendance: Sue Johnson, Michele Longo, Peter Duggan, Jeanne Jacob (virtual), Stephen Konya, Hunter Ihrman, Patrick Wilson, Jacque Martin (virtual), Sandra Welch, Casey Clark, Lauren Augustine, Edgar Bates

Excused: Tyler Vanice, Colin Eilts, Carol Myers, Kristen Eastlick, Bob Garbacz

1. Call to Order: Sue called the meeting to order at 7:05 p.m. Returning member Casey Clark was introduced to the group.
2. February 3, March 3, and April 21 minutes were all approved as submitted.
3. Marketing and Public Relations Report: New GWBCC logos will be presented to the committee for a vote in June. Patrick reminded the committee that this slower time for events would be an ideal time to record short videos from sponsors to use in promoting sponsorships and provide more exposure for existing sponsors. Sue noted that Visit Alexandria is also interested in new videos for use in marketing.
4. VA250, Alexandria250, and other community reports: Save the dates so you can volunteer at Sail 250! June 11-15 of 2026 will potentially have activities and needs for volunteers. On June 14 for the 250th anniversary of the Army, the SAR will be hosting a series of events.
5. Unfinished Business
 - a) 2025 Parade expenses & revenues: Sue reported that the 2025 Parade year is closing out with a small surplus thanks to a lower-than-expected City bill (because the parade was shorter due to the rain) and the one-time City contribution of \$10,000 for holding the parade on a Saturday. The committee raised \$27,500 in sponsorships, donations and fundraisers which is about how much was raised the previous year. The April lecture event on preserved cherries with Mount Vernon archeologists as speakers netted about \$1,000, which will count towards the 2026 Parade.
 - b) 2026 city budget: Sue recapped her recent discussions with City Council members (shared at the April meeting) for those who were unable to attend the last GWBCC meeting on the day after Easter. Sue meets with OHA Director Gretchen Bulova this week to go over a budget request to submit to the City Manager's Office.
 - c) 2026 Parade potential dates: The Alexandria Police Department submitted estimated costs at around \$43,000 for a Saturday parade and \$62,000 for a Monday parade – a difference of \$19,000.
 - d) 2026 Parade theme: The committee discussed ideas that could be incorporated into a theme that is related to both Washington and the nation's 250th anniversary.
6. New Business
 - a) 2026 fundraising – sponsorship package and potential events: The committee discussed opportunities for expanding a relationship with George Washington's Mount Vernon. For fundraising events, Sue has already reached out to the owner of Duvall House regarding potential dates, both in November (near Veteran's Day) and closer to the parade. Jacque reported that Port City Brewery is open to hosting a trivia night in 2025 and even hosting an

event in their space for free. The committee could expand events to mark Martha Washington-related dates as well.

- b) Parade weather policy: Sue and Michele met with our police liaison about what options would be reasonable. The police would need at least three weeks to reschedule staff if there is to be a rain date. Sue will reach out to units with marching bands who cancelled due to the weather to further explore what influenced their decision, which could help shape a future policy for the parade.

7. For the Good of the Cause

- a) Patrick brought forward the idea of creating a grand prize trophy that is passed from winners from year to year with the awardee's name inscribed (like the Stanley Cup). Patrick moved that the committee authorize him purchasing and donating a trophy for this purpose. The committee unanimously passed the motion.

8. Public Comment

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

Next Meeting: Monday, June 16 at 7:00 p.m.