



# George Washington Birthday Celebration Committee (GWBCC)

Monday, June 16, 2025  
7:00 PM  
Lloyd House  
220 N. Washington Street

## Minutes

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

**Unexcused:** Hunter Ihrman, Kristen Eastlick,

**Excused:** Tyler Vanice, Edgar Bates, Lauren Augustine, Casey Clark

1. The meeting was called to order at 7:05 p.m.
2. May 19, 2025 minutes were approved with attendance edits made (Edgar Bates was present and Bob Garbacz was excused).
3. Peter Duggan was nominated and unanimously approved to serve as secretary.
4. Marketing and Public Relations Report
  - a) Visit Alexandria meeting: Sue shared some of her take-aways from a meeting with Claire Mouldedoux, who is the SVP of Marketing & Communications for Visit Alexandria, as we begin to coordinator marketing efforts with Visit Alexandria for the 2026 parade. Sue reviewed the agreement between Visit Alexandria and the GWBCC/Historic Alexandria. Highlights include adding a "Make it a Weekend" section to the GWBCC website to encourage spending more time in Alexandria. Visit Alexandria wants to add the parade to their 250<sup>th</sup> website as soon as possible and has requested 5-10 photos of what makes the parade distinct, and, by November short video clips. Ideally the events schedule would be ready by October and finalized before the end of the year so Visit Alexandria can highlight winter programming starting January 10.

Patrick suggested talking to hotels about creating a special package for the weekend.
  - b) The committee then reviewed new logo options for GWBCC. Bob moved that the committee approve the logo with the fireworks and Sandy seconded the motion. Members appreciated the look and its legibility. The logo can accommodate the different names (Birthday Parade, Birthday Committee, Birthday Celebration Committee). It can be edited to adjust the smile a little. The motion was amended to approve the logo with the fireworks and ability to make minor adjustments, which was supported by everyone. Once the logo is ready, it will be posted to the website with a thank you to the designer.
5. VA250, Alexandria250, and other community reports—no updates
6. Unfinished Business
  - a) 2026 budget—Historic Alexandria will be making a request on behalf of GWBCC for additional monetary support from the City Manager's Office. The committee emphasized that regardless of date, the most important thing is having a fabulous parade that draws attention to the City in the best possible ways.

- b) 2026 Parade theme—The committee is looking for a theme that has broad appeal around the 250<sup>th</sup>. Suggestions included “The Courage to Begin” and “The Character that Built a Nation” in addition to previously discussed ones. Committee members should consider options discussed and come prepared to the next meeting.
- c) 2026 fundraising
  - i. Sponsorship package: Sue reviewed the sponsorship options (which are also on the website). Feedback from trying to gain larger sponsors from the past were that our organization doesn’t currently offer the kind of benefits that they are looking for. Examples of things we could offer include advertising banners on the parade barriers (higher visibility) or a private donor reception with elected officials. City residents already receive free admission to City-owned museums, so that might not be much of an offer. Visit Alexandria creates a float for the presenting sponsor.
  - ii. Old Town Business Donation Drive: Goal is to kick this off in late summer and raise at least \$3000. Maybe businesses could offer discounts or comp items for parade participants or category winners.
  - iii. Duvall House event: Date options are November 15, 5:30-7:30 p.m. Adding a high-end silent auction could help increase revenue for this event. The event venue is small, but exclusive.
  - iv. Port City Brewery Trivia Night: Jacque will ask for September 18 and see if we are able to sell logo pint glasses
  - v. Others—Sue is still looking for places we could host a parade day breakfast.

#### 7. New Business

- a) Parade weather policy—APD will not schedule two parades back-to-back, but can offer a rain date at least three weeks later. They are looking into what other localities do and Sue has done some research but hasn’t found parades with rain dates so far. Sue is interviewing past participants about weather policies and participation.

#### 8. Adjournment—The meeting adjourned at 8:54 p.m.

**Next Meeting: Monday, July 21 at 7 p.m.**