



George Washington Birthday Celebration Committee (GWBCC)

Monday, August 18, 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, Jake Sweely, Casey Clark, Kristen Eastlick, Edgar Bates, Jeanne Jacob

Excused: Patrick Wilson, Hunter Ihrman

Unexcused: Tyler Vanice, Lauren Augustine

1. The meeting was called to order at 7:08 p.m. New member Jake Sweely was introduced.
2. June 16, 2025, minutes were approved by the committee.
3. Chair's Report: Sue Johnson shared updates regarding the 2026 Parade. Parade Date has been set to Saturday, 14 February 2026, by Alexandria's City Manager.
4. Marketing and Public Relations Report
 - a) Visit Alexandria second meeting: Sue provided additional GWBCC Parade photos for Visit Alexandria's website, some of which have been posted. She discussed sources of funding for both Scottish Walk and GW Parade.
 - b) Social media: Social Media rep Kristen Eastlick stated that she is updating the GWBCC Instagram and Facebook accounts to include daily (day to day) updates of George Washington including quotes and daily activities during the years of 1775 and 1776.
 - c) Final review of the new GWBCC logo: Jaque Martin provided an update on a perspective new GWBCC logo to include "fireworks" and updated smile. The logo will be available in five different versions. A motion was made to approve the new logo convention. Jeanne Jacob amended the motion to fill in blank space on top of the logo with stars or line. The motion was approved.
5. VA250, Alexandria250, and other community reports: Michele Longo reported that the GW Parade will be the kick off to Alexandria's 250th celebration. Sail on the Potomac is still scheduled in June to include fireworks. Now is the time to order any Alexandria 250th swag items, pins, stickers, key chains, mugs, tee shirts, caps, Christmas ornaments, magnets, etc. The Committee discussed means of giving out the swag items to various parade sponsors.
6. Unfinished Business
 - a) 2026 Parade date: Saturday Feb 14th 2 – 4 PM.
 - b) 2026 Parade theme: –After a discussion of several themes, a vote was taken between "Virginia's Son -America's Founding Father" and "Virginia's Son -Father of our Country". "Virginia's Son – America's Founding Father" was selected by a vote of 7 to 6.
 - c) Grand Marshall: Sue recommended having the Sons of the American Revolution (SAR) and the Daughters of the American Revolution (DAR) as Grand Marshals. The President Generals of both DAR and SAR live in Virginia. Kristen Eastlick made motion to nominate DAR and SAR for Grand Marshals of the Parade. The committee unanimously approved the motion.

- i. 2026 Budget: Alexandria City will provide an additional \$15K for the city contribution: \$10K for the Parade with \$5K to support marching bands. There was then a discussion on the proper allocation of the \$5k to support marching bands. Sue will provide a distribution plan at the next meeting.
- d) 2026 fundraising
 - i. Sponsorships: Sue Johnson distributed the 2026 GWBC Sponsorship Opportunities package to the committee. Sponsorship Package is mostly the same as 2025 package except for the Jubilee sponsor level was reduced from \$20K to 15K. Also, the Jubilee Sponsor would be recognized exclusively on the Parade map, and banners recognizing the Jubilee and Diamond Sponsors would be displayed on a banner in front of the Lloyd House during the parade and a week before, and on fences around the Parade Review Stand.
 - ii. Duvall House fundraising event: Confirmed for Saturday Nov 15 from 5:30 – 7:30 P.M.
 - iii. Port City Brewery Trivia Night: Jacque Martin stated that the Port City Brewery Trivia Night is scheduled for Thursday Nov 20 at 7 pm. She is looking into providing GWBCC engraved pint glasses for sale. Theme for Trivia Night is “Celebrations around the World.”

7. New Business

- a) 2025-2026 officer nominations: Nominations are open for 2025-2026 GWBCC officers. Sue Johnson is willing to serve as Chair, Carol Myers as Vice Chair, and Peter Duggan as Secretary for 2025-2026.
- b) GWBCC Annual Report deadline and submissions. Alexandria City Council requires our annual report by 3 Oct. Sue Johnson is asking for Committee member submissions by 1 Sept.

8. Meeting Adjourned at 9 pm.

Next Meeting: Monday Sept 15 at 7 p.m.