



George Washington Birthday Celebration Committee (GWBC)

Monday, July 20, 2026
7:00 PM
Lloyd House
220 N. Washington Street

Minutes

Attendance: Sue Johnson, Michele Longo, Peter Duggan, Jake Sweely, Carol Myers, Sebastian Feitl, Patrick Wilson, Sandra Welch, Jeanne Jacob, Will Hannifan (On Zoom), Lauren Augustine

Excused: Colin Eilts, Paul Friedman, Edgar Bates, Tyler Vanice, Casey Clark

Unexcused: Steve Konya

Guest: Tom Roth (SAR)

- 1) The meeting was called to order at 7:06 pm.
- 2) Motion to approve June 22, 2026, minutes made by Sandra Welch, second by Sebastian Feitl. The Committee approved the minutes.
- 3) Chair's Report - Sue opened the meeting with a description of the George Washington Birthday Parade of 1914 which President Woodrow Wilson attended and took place under snowy conditions.
- 4) Marketing and Public Relations Report – 2026 Social Media Guidelines were passed out to the Committee. The Guidelines are consistent with the City of Alexandria's Social Media Guidelines. The Guidelines provide for a Content Calendar with scheduled parade and event announcements, and will also contain posts with George Washington Fun Facts and posts about Washington's activities 250 years ago. Lauren Augustine will post on Facebook and Instagram, and Patrick Wilson will post on LinkedIn. Posts will include short video presentations about Washington and his life with backgrounds of historic buildings in Alexandria. The Committee discussed how to make social media posts more impactful to increase readership and participation.
- 5) VA250, Alexandria250 (ALEX250) and other community reports – Michele Longo stated that the Alexandria 250 Sails on the Potomac event was successful.
- 6) Unfinished Business
 - a. Potential 2027 Parade Themes and Grand Marshals–In keeping with the 250th anniversary theme, and as discussed at previous meetings, Sue Johnson presented a motion to adopt “My Brave Fellows—Washington Army,” honoring the Continental Army during one of its most trying years (1777), as the 2027 Parade Theme. During discussion, Patrick Wilson proposed an amendment to have the theme changed to “My Brave Fellows—Honoring Washington's Army.” The Motion as Amended was passed by the Committee. There was then an informal vote to have the First Virginia Regiment of the Continental Line as Grand Marshal, pending its acceptance. The vote passed. Peter Duggan will contact the leadership of the 1st VA Regiment, and report back to the Committee.
 - b. 2027 Sponsorships and Fundraising–The 2027 GW Sponsorship package has been updated and can be sent out to potential sponsors. Patrick Wilson provided update on the previously

discussed raffle for Freedom 250 Grand Prix Race tickets. Unfortunately, a proper partner could not be identified in time to initiate the raffle.

- c. Duvall House Fundraiser—Sue presented dates on which the Duvall House will be available, and it was agreed to hold the event on Saturday, November 7. The Committee discussed ways to increase potential participation in the event.
- d. 2025-26 Annual Report—Sue asked members who were responsible for 2026 events to submit summaries with photos for each event for the Committee's Annual Report to the City.

7. New Business

- a. 2027 Parade Participant Outreach--Sue plans to reach out to performance groups who participated in the 2026 parade or expressed an interest in participating.

- b. Sue has set up a meeting with Mayor Gaskins to discuss the City's 2027 Parade contribution.

- 8. For the Good of the Cause—Jake Sweely will coordinate the 2027 Cherry Challenge. The next GWBCC meeting will be Monday, August 17 at 7 p.m. at the Lloyd House.
- 9. Adjournment—The meeting adjourned at 8:38. Motion made by Jeanne Jacob, second by Sandra Welch.