

Alexandria-Caen Sister City Committee

Meeting Minutes

Monday, December 13, 2021

7:00 pm

https://zoom.us/webinar/register/WN_wGEJFQb2Sj66W
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- I. Welcome and Call to Order 7:01 pm by Angelique Moss.
- II. Public Meeting Notice read by Jim Holloway.
- III. Approve Minutes from November Meeting by second by Alex. Motion passed.
- IV. Welcome Back Jennie Reading
- V. Ongoing Business
 - A. Beaujolais Nouveau Recap – 11/18/21 Feedback – less audience participation than last year, possibly due to Zoom fatigue.
 - B. Alexandria Tree Lighting and Scottish Walk Recap – A small group met for the Christmas Tree lighting and La Madeline on 11/20/21. In addition, Leslie Tourigny, Dan Morrison and Scott Campbell participated in the Scottish Parade on 12/04/21. Agreed that we would like more notice/better coordination next year. Also, possibly participate in the St. Patrick's Day walk in March. While the Committee almost always participates in the St. Patrick's Day parade in March, the Committee did not register to participate in the Scottish Walk, like we do with the St. Patrick's Day parade. Therefore, we were not an official registered entry in the Walk. Scott recommended that we register to participate in both events in future years to help advertise the Committee. In addition, the idea of hosting a dog parade (similar to Barkus in New Orleans was raised). Revisit in January.
- VI. New Business
 - A. Update Volunteer Hours – please use link provided in email from Angelique to update hours.
 - B. 2022 Calendar
 1. January – Virtual vs In Person – 10 voted in favor of holding virtual.
 2. February (14th) – voted to move to the 7th due to Valentine's Day. If in-person, we will need to check room availability; August (Skip) or skip another month? We discussed skipping July meeting (but keep social event) and hold August meeting in order to be able to plan for September events 13/15 in favor. Motion passed; October (Holiday) move to October 3rd. Motion passed.
 - C. D-Day Commemoration 2022 - Discussed dates. Voted on June 2 (lecture) and June 4th (event) – motion passed. **Anyone interested in volunteering, email Kerem.**
 - a. D-Day Lecture 6/2/22 Jim Holloway checked and the Lyceum is available for the lecturer on June 2nd. Lecturer is also available on June 2nd.
 - b. D-Day Event 6/4/22 - Probably back at Market Square instead of Waterfront Park. Timing will conflict with reenactors that typically commit to other DDay events.
 - D. Strategic Planning – SWOT analysis: Strength – talented committee members, well-established DDay program. Weakness – Committee members are volunteers, no accountability or requirements; lack of defined purpose/subcommittees; lack of consensus

on way forward/level of engagement/participation; lack of firm connection with our Sister City. Opportunity – better define mission/events, better define/target our marketing, Pop culture interest in DDay. Threat – committee turnover, burnout.

- Discussion of January Strategic Planning
- We need to consider how to better engage our Caen counterparts.
- We need to establish a budget and determine our goals and how to proceed with it (i.e. fundraising, charging for events).

- We need to determine how we define success for this committee.

- **We need to sign up for subcommittees – Email Angelique with your preference.** If you have ideas/proposals for subcommittee activities, come prepared to discuss in January.
 - Educational
 - Study Abroad Scholarship
 - Cultural
 - Historic, Educational and Cultural Events
 - Teen Exchange
 - Arts and Cultural Program Exchanges
 - Commercial
 - Strategic Partnerships: French and American Private Business and Professional Relationships
 - Tourism Programs
 - Professional
 - Intern Exchange
 - Professional Health Program Exchanges
 - Trade and Professional Exchanges
 - Marketing – Social Media, Website & Advertising
 - Budget & Finances

E. Open Floor

VII. Public Comment

VIII. Adjournment

2021 Calendar

January – 1/7 Lindsay Chervinsky Lecture

February – 2/4 French Chef Demo

March – 3/16 Jennifer Paxton Lecture

April –

May –

June – 6/3-4 D-Day Lectures

July – 7/10 Summer Cookout

August –

September – 9/28 Sip & Sketch Event

October – 10/21 Lafayette Escadrille

November – 11/18 Virtual Beaujolais Nouveau Tasting

December –

