



George Washington Birthday Celebration Committee

Minutes

George Washington Birthday Celebration Committee

City of Alexandria, Virginia

7:00 p.m.

Monday, November 18, 2019

George Washington Masonic National Memorial, 101 Callahan Drive

In Attendance: Bates, Bennett, Bissette, Dorton, Eastlick, Graham, Johnson, MacLeod, Marvin, Reardon, Shumard (co-chair), Uehlein, Vanice (co-chair)

Excused: Clark, Garbacz, Khan, Marshall Smith

Unexcused: Tabb

City Staff: Nicole Quinn, Office of Historic Alexandria

Guests: Bud Jackson, Danny Smith

CALL TO ORDER

Shumard called the meeting to order at 7:06pm.

The committee reviewed the minutes from the September 16th and October 21st meetings and provided minor corrections. **Uehlein moved to accept the minutes as amended. Bates seconded, and the motion passed.**

Shumard shared a draft memorandum for support of a one-time route change for the celebration's parade in February 2023, which will commemorate the 100th anniversary of the laying of the cornerstone at the George Washington Masonic National Memorial. Bates noted the importance of the anniversary and the hundreds of masons that will be in attendance for the event. Shumard shared that the proposed route is intended to mimic historic parade routes. Committee members discussed potential additional funding sources with the new route. Uehlein encouraged the committee to have partner groups sign on to support the memorandum. **Eastlick moved to approve the memorandum. Bissette seconded, and the motion passed unanimously.**

The committee reviewed the revised schedule for 2020 celebration events. Items discussed include:

- Johnson shared the title of the walking tour – *George Washington's Alexandria Tour*
- Bissette and Shumard discussed prizes for the "Hunt for Washington"
- Shumard noted that the next Dinner with Washington will be pushed from December to January or February. Committee members discussed opportunities to incorporate the dinner and Brian Hilton into celebration activities

- Bennett confirmed the “Colonial Christmas Traditions” event participants are ready and her event is all prepared
- Bissette raised the ideas of a press conference with George Washington to promote 2020 celebration events

Shumard provided a report on the November 16th Dinner with Washington. He noted 18 attendees, including Brian Hilton portraying General Washington, and a profit for the committee of \$529.97. Jackson observed that this event could serve as a proof of concept for additional future fundraising events, and the committee discussed alternative venues and suggested donation levels to raise funds for committee activities. The committee discussed Hilton’s performance as Washington and venue challenges.

The committee discussed the Cherry Challenge. Eastlick has revised the spreadsheet of restaurants, and Reardon has offered personal connections through his blog. Eastlick shared that they will begin initial outreach now before locking down participants in early January. Bissette requested materials that committee members could share with restaurants, and Eastlick said she would share that with committee members.

Uehlein shared an update regarding his meeting with Mayor Wilson and Bud Jackson, and ongoing work to strengthen connections to Visit Alexandria and potential corporate partners in the city. More follow-up is needed. Shumard encouraged committee members to keep their ears open for potential donors and support of celebration activities.

Bennett asked if the Legacy Alliance will accept corporate partners. Shumard stated that he will be looking for business partners to provide levels of contributions to support activities and affirmed that 100% of Legacy Alliance contributions within the year ahead will go to support celebration activities. The committee discussed how sponsorships would be displayed and promoted.

Shumard asked committee members if any were interested in serving as marshals for the Christmas Walk on December 7th. Committee members are to contact Shumard if interested.

There being no other immediate business, the meeting was adjourned at 8:06 pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'M. Uehlein', is centered on the page.

Michael Uehlein, GWBCC Secretary