



# George Washington Birthday Celebration Committee

## Minutes

George Washington Birthday Celebration Committee

City of Alexandria, Virginia

7:00 p.m.

Monday, December 16, 2019

George Washington Masonic National Memorial, 101 Callahan Drive

In Attendance: Bates, Bennett, Bissette, Clark, Dorton, Eastlick, Garbacz, Graham, MacLeod, Marvin, Shumard (co-chair), Marshall Smith, Uehlein

Excused: Johnson, Khan, Reardon, Vanice (co-chair)

Unexcused: Tabb

City Staff: Nicole Quinn, Office of Historic Alexandria

### **CALL TO ORDER**

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

The committee reviewed the minutes from the November 18<sup>th</sup> meeting and provided minor corrections. **Garbacz moved to accept the minutes as amended. Bates seconded, and the motion passed unanimously.**

Shumard introduced new committee member Casey Clark.

Bennett presented a report on the Christmas Traditions event, and the committee discussed how the event could be better promoted to encourage attendance in future years and potential host partners. Eastlick noted the various local publications where the committee can promote events and will incorporate these in marketing activities. As the team discussed generating media coverage, Graham offered to begin outreach to local media.

Shumard updated on the planning of a new Dinner With Washington event, and said that he was targeting a post-February event date. The committee discussed potential dates in January as an alternative or a host space at Gadsby's Tavern.

Bates asked for an update regarding the parade's grand marshal. Shumard stated that he would be reaching out to Robert H. Shumaker.

Shumard shared that the next committee meetings would be January 6<sup>th</sup> and February 3<sup>rd</sup>.

Bissette asked committee members to assist in contributing clues for the Hunt For Washington.

Marshall Smith asked for an update regarding the funds for the Fort Ward reenactment, and Shumard stated he would provide an update within the coming week to ensure invites can be sent in time.

Eastlick provided an update regarding the Alexandria Washington Tours, which will be on all Sundays in February. Shumard will update the planned activities list to reflect this change. Uehlein offered to assist on social media promotion as the committee expands to Instagram in the coming weeks.

Shumard said he is recruiting 300 First Night Alexandria volunteers, and encouraged committee members to sign up.

The committee discussed corporate sponsorship and growing relationships with regional businesses to support celebration activities.

There being no other immediate business, the meeting was adjourned at 8:07 pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'M. Uehlein', is centered on the page. The signature is fluid and cursive, with a prominent initial 'M' and a trailing flourish.

Michael Uehlein, GWBCC Secretary