



George Washington Birthday Celebration Committee

Minutes

George Washington Birthday Celebration Committee
City of Alexandria, Virginia
7:00 p.m.
Monday, November 16, 2020

This meeting was conducted online via ZOOM due to the ongoing COVID-19 pandemic

In Attendance: Bates, Beard, Bennett, Casey, Clark, Eastlick, Johnson, Jones, Myers, Marvin Moore, Vanice (chair), Warren

Excused: Garbacz, Graham

Unexcused: MacLeod, Reardon,
City Staff: Michele Longo and Nicole Quinn (Office of Historic Alexandria)

CALL TO ORDER

Vanice called the meeting to order at 7:05pm.

The virtual meeting notice was read by Nicole Quinn.

Roll-call of current member roster was made by Nicole Quinn, and a quorum was present.

Motion to approve the October 19, 2020 minutes was made by Vanice, seconded by Bates.

Vanice reported that he had discussed with Hilton pursuing some virtual programming in February, including costs since remote. Vanice learned that there was an outstanding balance of \$1900 due to Hilton from 2020 activities, including the GW Parade. That amount includes travel expenses for overnight trips to Alexandria. Apparently Shumard and Hilton had an agreement that fundraising during remainder of year would be used to pay that. Myers raised the question of the City's role in covering expenses as GWBCC is a City Committee. Vanice clarified that the City only covers the in-kind costs incurred on the day of the parade, such as public safety, and no incurred liabilities. This position was based on a change in policy 10 years ago by the then-Mayor.

GWBCC discussed how money is raised and how donations on the website are tracked. Vanice noted that he had not seen any donations come in. GWBCC current balance is \$237.09. Vanice

shared that GWBCC still owes Ft Ward approximately \$4400 for last two years' events. The Committee is approximately \$7000 in debt. Shumard did most of the fundraising, and the GWBCC does not have records or connections to those donors. The formation of a fundraising committee will address this issue going forward. Vanice called for volunteers for the Fundraising Committee – Johnson, Beard, Clark, and Warren volunteered to join the Committee with Vanice. Bennett volunteered to do written fundraising solicitations to corporations that might underwrite events. City clarification on any legal limits of fundraising levels is being sought both for GWBCC and the new GW Legacy Alliance, a 501©(3). There was discussion of what entities to target for fundraising, from local business to Amazon as one of our newest neighbors.

Johnson confirmed the potential for 4 virtual events with Hilton. The GWBCC concluded that the more fundraising events we have with him, the more quickly we can pay him the outstanding amount due him. There was discussion of potential fundraising concepts. Beard shared an idea on zoom cooking classes – Washington and a local chef doing GW's favorite dishes; Johnson shared the upcoming trivia night for Gadsby's in December (11 or 15); if successful fundraiser, GWBCC could consider a Washington trivia night. Vanice raised idea of programming on different periods of Washington's life and "What Would Washington Do" event as well. Also Rev. Tom Acosta is willing to do an event with us, but need to give him notice of when. Moore raised the idea of selling sponsored merchandise. Bates raised idea of charging for parade participation, and GWBCC members discussed possibility, but tabled for fundraising committee. Vanice invited others to please send forward ideas.

Vanice called for additional volunteers for the Finance committee – In addition to Moore, Martin volunteered.

Vanice, Eastlick, Johnson, and Marvin are working together on status of GW Legacy Alliance. Vanice reported that Shumard filed Articles of incorporation, but listed only himself as officer. Next steps are to talk with Shumard's next of kin to get rights to the Legacy Alliance, but delaying that until after the holidays. Vanice connected with the attorney that helped set it up, and she will stay engaged. GWBCC noted that Shumard will appropriately be recorded as its first President.

The GWBCC then discussed upcoming holiday events.

- Myers reported that the American Legion is setting up virtual race to support Legion's youth programs – around GW's birthday. Walk, run, roll 24 miles during month of February Myers asked for this to be added to Alexandria website, and Quinn asked for the event details be sent to her to populate on the website.

- Johnson reported on GW Walking Tours still on for every Sunday, at 2 pm. The tours could be given during February as a GWBCC event – she will explore with the Church. She and Martin are going to be coordinating on the “Hunt for Washington” event.
- Bennett / Bates reported that the wreath laying ceremony will be streamed, but still need to determine whether any in person may be possible.
- 15th Annual Cherry Challenge – Eastlick still working on status.
- Masonic Temple – Vanice reported that there will be some small celebration on December 21/22.

Vanice had to leave the meeting at 7:58, and passed the chairing of the meeting to Johnson. There were no updates on the Historic Alexandria Open House Tours.

There was no other business and no public comments. Johnson asked for motion to adjourn the meeting at 8:01 pm, which was made by Moore, seconded by Myers and approved unanimously.

The next meeting will be held Monday, December 21, 2020 at 7pm through this virtual platform again.

Respectfully submitted by

Jennifer Warren, Secretary;

Nicole Quinn, OHA, staff-liaison to the Committee