



George Washington Birthday Celebration Committee

Minutes

George Washington Birthday Celebration Committee
City of Alexandria, Virginia
7:00 p.m.
Monday, December 21, 2020

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

In Attendance: Clarke, Eastlick, Jacob, Johnson, Jones, Marvin, Myers, Reardon, Vanice (chair), Warren

Excused: Bates, Beard, Garbacz, Stephen MacLeod, Moore

Unexcused:

City Staff: Michele Longo and Nicole Quinn (Office of Historic Alexandria)

Guests: Michael Mixon

CALL TO ORDER

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

The virtual meeting notice was read by Nicole Quinn.

Vanice invited our newest Committee member, Jeanne Jacob, the Friendship Firehouse representative, to introduce herself.

Motion to accept the minutes as written. Eastlick seconded. The motion was approved unanimously.

Vanice indicated that he has been updating events page, and asked for an update on the Birthnight Ball. Michele Longo indicated she was still awaiting formal dates, but expectation is that it is the 13th – but no time yet. Vanice had the committee review the list of events, and highlight the Four Acts of Washington, which we had agreed as a new event. His intent is to start promotion of the activities the first week of January. Longo advised that there was little likelihood that OHA would be reopening prior to President's Day weekend. Eastlick is continuing to work the Cherry Challenge, proposing a full month for the Challenge, with it all online. She then reviewed various details of her proposal. Volunteers were sought to help with the Cherry Challenge – Reardon and Vanice volunteered. Kristen Eastlick volunteered to cover the postage costs for invitations to participate in Cherry Challenge.

Johnson then provided details on the George Washington Walking Tours which will take place every Sunday 2-3:30 pm, as a free event; however, pre-registration via Event Brite will be required to manage participation at 10 per tour. Masks and social distancing will be required. Johnson will follow up with those who have previously volunteered to help with tours in the future. She will confirm whether Danny Smith remains comfortable in COVID environment to co-lead the tours.

Other updates included The American Legion event title being clarified as the 24-Mile GW Birthday Virtual Run, Walk n'Roll Challenge. Johnson confirmed details of the Hunt For Washington, a treasure hunt through Old Town, and reviewed options on distribution and submission of clue sheets to manage crowding. Visitor Center preferred not being the pick-up/drop off point. There was some discussion of a digital clue sheet. Additional volunteers sought for this event. Johnson finished by reviewing the Christ Church tours on Saturdays. Johnson will distribute to Zebra, Patch and similar outlets.

Johnson then provided details on the 4 Acts of Washington – Hilton has provided details of each program with Q&A on each aspect of his life. Johnson and Hilton discussed the possibility of also having a trivia night after each of the 4 sessions. Johnson shared trivia night experience from Gadsby's recent event – there are logistical challenges for larger numbers of participants, and may be too difficult without a zoom consultant or planner. An exclusive sponsor for this event would elevate the revenue potential for this, but also allow for hosting more people. There will be more discussion of program charges and sponsorship levels; however, consultants can range from \$25/hr up as well as Zoom support in the range of \$750.

Vanice then turned to the Proclamation. He presented it for review and comment. There was agreement to the month-long dedication to Joe Shumard, and the overall draft with minor corrections.

Vanice made a motion to move January meeting to January 11, 2021, and February meeting to Feb 1, 2021. Eastlick seconded the motion, and the motion passed unanimously.

Only the social media committee reported out – Casey and Eastlick indicated that they had their first meeting and were developing an outreach plan. They asked for any content to be shared. Eastlick noted that the committee's drop-box for photos was full.

No new business, and there were no public comments. Vanice adjourned the meeting at 7:58 pm.

The next meeting will be held Monday, January 11, 2021 at 7pm through this virtual platform again.

Respectfully submitted by

Jennifer Warren, secretary to the Committee &

Nicole Quinn, OHA, staff-liaison to the Committee