



George Washington Birthday Celebration Committee

Minutes

George Washington Birthday Celebration Committee
City of Alexandria, Virginia
7:00 p.m.
Monday, February 1, 2021

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

In Attendance: Bennett, Clarke, Eastlick, Graham, Jacob, Jones, Johnson, Marvin, Moore, Myers, Vanice (chair),
Excused: Garbacz, Warren
Unexcused: Beard
City Staff: Michele Longo and Nicole Quinn (Office of Historic Alexandria)
Guests:

CALL TO ORDER

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

Motion to approve the January 11, 2021 minutes as amended was made by Jacobs, seconded by Myers. The motion was approved unanimously.

Vanice opened by informing the Committee that he is still working on some details regarding events with Gretchen Bulova, Director of OHA, and encouraged members to promote the upcoming events and to share them on social media as much as possible to get the maximum exposure.

Vanice then returned to GWBCC business, and reviewed with members the status of ongoing events and updates:

- Kirsten updated on the Cherry Challenge and is currently still working on some final details before the info gets pushed out and published.
- 'Life and Times of Washington' has been doing well in the pre-sale and Vanice is still hoping for more participation from the public and committee members.
- GW Alexandria Walking Tours are approaching the limit for participation, as the Governor of VA just extended the COVID regulations of no more than 10 people per gathering at any point.

- The Birthnight Ball will be held on Feb. 13 online and tickets have two options: either just presentation and dance or 'add on' of a take-out meal from Gadsby's restaurant.
- The 'Hunt for Washington' everything is on track with updates on the website soon to follow; Tyler and Johnson had the idea to have Brian Hilton announce the winner at the conclusion of the program.
- The event with the 1st VA regiment is still in 'the works' and updates are to be expected later this week. Johnson is planning an extended outreach via Zebra, Patch, the OHA publication 'This Week in Alexandria' and VisitAlexandria and will ask Brian Hilton for additional contacts and GW related organizations as well as VA Historic Societies.

Vanice asked Clarke if she could share the events on Instagram to get more publicity. He also mentioned, that Eastlick has been doing a tremendous job with the help of Johnson to go over the website and to update everything with the latest information.

Fundraising and Finance updates:

Eastlick has an appointment with Joe's widow, Anne, to go over financial reports and information that could be useful for the Committee.

Sue updated on packaging for the February events in terms of individual and/or corporate sponsorship with the new tier-system.

Myers reported that the donations are now being processed through the City within their finance system with the establishment of a GWBCC donations account. Unfortunately, there are no records of any previous donors available at this point.

Jacobs was wondering who the point of contact is for any possible new sponsor information and it was established that Vanice and Johnson are the main contacts. She also brought up the idea to 'package' some events and make them available for educational purposes to teachers and interested groups, but Vanice cautioned that Hilton has the rights to most of the information and would have to grant permission for this to happen.

Vanice also pointed out that there are no planned events for the 3rd week of Feb. to commemorate GW actual birthday and Eastlick brought up the idea of compiling some pictures from previous parades and/or events to be viewed on social media and the website for an interested audience.

There was no new business to discuss nor were there any public comments and therefore Vanice made motion to adjourn the meeting at 7:50 pm, which was seconded by Johnson and approved unanimously.

The next meeting will be held Monday, March 15, 2021 at 7:00 pm through this virtual platform again.

Respectfully submitted by

Nicole Quinn, OHA, staff-liaison to the Committee