



George Washington Birthday Celebration Committee

Minutes

George Washington Birthday Celebration Committee
Social Media and Relation Committee
City of Alexandria, Virginia
7:00 p.m.
May 4, 2021

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

In Attendance: Lovie Patish, Tyler Vanice (chair), Kristen Eastlick

Excused:

Unexcused:

City Staff: Michele Longo(Office of Historic Alexandria)

Guests: N/A

CALL TO ORDER

Eastlick called the meeting to order at 7:00 pm.

The virtual meeting notice was read by Michele Longo.

Eastlick gave an overview of what the Committee is tasked to do, and its past operations. She mentioned October through February are the busiest times for the Committee to work.

Eastlick went over some statistics: From May 2020-2021, www.washingtonbirthday.com website had received 4,132 visits, with “Our 2021 Celebration Goes Virtual” page receiving 2,999 views. On Facebook, the page has 709 followings. She mentioned that we had a good amount of success promoting events in the past with boosting them. For Twitter, 309 impressions since February 1. Twitter has a following of around 400. Lastly, Instagram is the Committee’s latest platform, making it for the 2021 season, which was spearheaded by Casey Clark.

A large challenge has always been getting content to share on the various platforms. The Committee has compiled a Dropbox with images of George Washington and past parades to use for promotion.

Vanice showed a copy of “Walking with Washington” by Robert Madison and stated that he will start making a list of places in Old Town Alexandria from the content to be used for sharing.

Eastlick mentioned that Vanice should contact Sue Johnson as she likely has a factually updated list of information from that book.

Patish asked about oversight for managing the platforms. Eastlick mentioned that it is mostly her who ran the social media aspects but has backup on all the accounts as Vanice is the chair and a few others are also supporting her on various platforms.

Patish recommended a three-month schedule to plan content. She recommended that the members of the committee should submit content to be shared. Vanice asked her if she would take the lead on this as we need direction, which Patish agreed.

She also asked a question about updating the website. Eastlick mentioned that the site is powered by Square, and that we have been using it since no one on the committee had the expertise to improve it. Vanice mentioned that it also had to do with extra expenses as the committee never did well fundraising in the past. We all agreed that having an updated site would be beneficial. Switching over to Shopify was mentioned.

Vanice made a motion to adjourn and was seconded by Patish. The meeting was closed at 7:46 pm.

Respectfully submitted by

Tyler Vanice, Chair