



Virginia American Revolution 250 Commission – Executive Committee
Virginia Museum of History and Culture
June 10, 2022
10:00 am

Executive Committee Members in Attendance: Christy Coleman (Interim Chair), Delegate Austin*, Edward H. Baine, H. Benson Dendy, David Duncan, Senator Locke*, Senator Norment*, Delegate Plum, Deputy Secretary Spota*, Scott Stroh III* (*Attended virtually)

Staff in Attendance: Cheryl Wilson (Executive Director), Elizabeth Mancano (Deputy Director)

Attorney General Representative in Attendance: Ramona Taylor

Call to Order and Approval of Minutes

Ms. Coleman, Interim Chair, provided a call to order and called the roll. A quorum was present in person. A motion was made by Mr. Duncan to accept the attendance of members participating on Zoom as full participants with voting privileges. The motion was seconded by Delegate Plum and agreed to unanimously.

There were not minutes from prior meetings of the Executive Committee for approval, as the body has not met in some time.

New Appointments

Ms. Wilson announced that as authorized by HB 6 (c. 687) and SB 22 (c. 685), legislative appointments to the Commission have been made as follows:

Appointed by the Senate Committee on Rules: The Honorable Mamie E. Locke and The Honorable Thomas K. Norment, Jr.

Appointed by the Speaker of the House: The Honorable Terry L. Austin, The Honorable Hyland F. “Buddy” Fowler, Jr., and The Honorable Kenneth R. Plum

Staff Report

Elizabeth Mancano has been hired as Deputy Director, starting May 10. Ms. Mancano received her Bachelor of Arts degree from the University of Virginia and her Master of Arts degree from the University of Richmond. She has spent her career primarily in the fields of state government and non-profit work and has filled numerous roles in those fields.



Most recently, Elizabeth served as Chief Communications Officer for the Virginia House of Delegates as a senior member of the Clerk's staff. She managed press inquiries, educational programming and materials including the House Page program, requests under the Freedom of Information Act, and participated in the planning of the Capitol Visitor experience. Additionally, she took a lead role in the House of Delegates' participation in the *American Evolution* project commemorating the 400th anniversary of the House of Burgesses first meeting in 1619.

Other notable roles include Chief Deputy Director/Acting Director of the Virginia Department of Criminal Justice Services, Policy Liaison to the First Lady of Virginia and Crime Prevention Coordinator for the Office of the Attorney General. These roles in state service required expertise in budget planning, event planning and coordination, strategic planning, and human resource development.

Recruiting will begin for a Development Director and Marketing Specialist, with a goal of having those staff members on board in July. Recruitment for an Executive Assistant is slated for later in the summer.

Future Meeting Schedule

A suggested schedule for holding meetings on Wednesdays rather than Fridays was presented to the group. Discussion took place and consensus was to meet as scheduled on Friday at the next Executive Committee meeting and to take up any potential changes at that time.

Staff Update

Ms. Wilson provided members with an update on staff activities, including:

Review of MOU with America 250 and unique logo brand

Ms. Wilson provided an update on the relationship with America 250 and the use of their logo and funding. A review of the MOU found a number of areas of concern, primarily in the group's control of Virginia's use of the logo. Recommended action includes:

- Development of a "unique state mark" that is controlled by the Commission. Once developed, notify the federal commission that the Virginia Commission will use it in accordance with the provisions of the MOU. The original logo created by America 250 can be used if the Commission does a joint event with the federal group in the future
- Maintaining a watchful distance from America 250



- Keeping the \$10,000 separated and unspent, to return if needed
- Sending a termination letter to withdraw from the MOU as state partner, if necessary

Ms. Wilson shared the top four Virginia specific logos along with a possible tagline. After discussion, Ms. Wilson offered to have the graphic artist at JYF make a few changes based on comments from the group and will share the results at the next meeting. Ms. Wilson also shared that the web developer is ready to begin work on the website as soon as graphics are decided.

Budget

The JYF Board of Trustees approved the Commission's \$1.5 million budget for FY23 at its May joint meeting with JYF, Inc. The FY23 provides funding for staff, a three-tiered grant fund for partners, a kickoff event and program funding, and start-up funding for marketing and fundraising.

The final outcome of the \$15 million budget request for full funding of the commemoration will not be known until Special Session I reports the budget, which is still in conference. Full funding is not anticipated this year, but the commemoration will be funded as much as possible up front, with a commitment to full funding over the next several years.

Website development

A Statement of Work with Site Vision has been signed and is undergoing VITA review, to develop and host a website (VA250.org). The website will be robust and dynamic, containing an interactive calendar of events, mapping application to plan visits, education compendium, podcasts, and information on special events.

Logo

With the assistance of JYF graphic designers, a unique state logo is being developed for the Commission's use for its events, partner events, and local committees across the Commonwealth. The unique logo will be solely controlled by the Commission and is separate and apart from identification with America 250.

Local VA250 Committees

Contact lists for all 134 localities in Virginia have been compiled and letters will be sent to invite each locality to form a Local VA250 Committee. A number of localities are already on board and working collaboratively with the Commission.



Partner meetings

Staff has met with representatives from Monticello and will be meeting with the Attorney General and First Lady in the coming weeks. In addition, staff is working with Virginia Humanities and the Virginia Tourism Corporation to develop details of the grant programs that each agency will administer.

Signature Events

Members discussed two proposed Signature Events as follows:

VA250 Signature Partner Program: For 2026 conference series (October 28-30, 2022)

- A five-year conference series marking the 250th anniversary of American Independence, hosted by the Colonial Williamsburg Foundation, Omohundro Institute of Early American History and Culture, and William & Mary. The conference will be held in Williamsburg and include keynote address, presentations of scholarly research, emerging scholars, public history, workshops, and site visits. The Commission's partnership would focus on (i) expanding the reach of the conference throughout the state and nation, by providing production for webcasting and archiving, using the local committee structure and community college system to serve as host viewing sites; (ii) adding a legacy component by underwriting dissemination of the emerging research; and (iii) incorporate a curriculum development component to serve teachers.
- Members endorsed partnering with OI, CW, and William and Mary to support the conference.

VA250 Signature Program: Kickoff event / Committee of Correspondence 250th (March 11-12, 2023)

- The kickoff event will mark the 250th anniversary of Virginia forming its Committee of Correspondence. All states and key stakeholders will be invited to Williamsburg to convene for discussions, collaboration, and special tours. Suggested program includes a welcome from Governor Youngkin, seminars on what the various states are doing, headline seminar on creating a diverse and inclusive commemoration, keynote address by a figure of national Revolutionary-era importance, and social events/tours by partner sites.



- A workgroup was created and meetings will begin this month to start planning for this event.

Ms. Wilson asked the members to provide feedback on the two provided Strategic Plan Theme Statements. After discussion Dr. Wulf offered to send suggested edits.

Election of Chair and Vice-Chair

There being no quorum present at the time, a vote could not be held, but it was the unanimous agreement of members that Delegate Austin be elected Chair and Senator Locke be elected Vice-Chair.

Public Comment

Peter Broadbent asked for confirmation that no quorum was present. It was confirmed. Ms. Taylor noted that by-laws are soon to be complete and will help to better identify obligations of members and what is required for a quorum.

Adjournment

The meeting adjourned at 11:20 a.m.