



DRAFT

Virginia American Revolution 250 Commission (VA250)

Full Commission Meeting Minutes

Tuesday, October 17, 2023, 10:30 a.m.

General Assembly Building

House Committee Room B

Members and Invited Participants in Attendance: Delegate Terry Austin (Chair), Senator Mamie Locke (Vice Chair), Chief Stephen Adkins, Edward Baine, Diane Bechamps, Douglas Bradburn, Jean Ann Bolling, Jamie Bosket, Gretchen Bulova, Christy Coleman, H. Benson Dendy, David Duncan, Gardner Hallock, Delegate Hyland (Buddy) Fowler, Sue Gerdelman, Secretary Aimee Guidera, Peter Hedlund, Kathy Jordan, Julie Langan, Jerri Marr, Katherine Rowe, Jackie Stone, Scott Stroh

Virtual Attendees: Clifford Fleet, Delegate Kenneth Plum

Invited Guests: Carly Fiorina, VA250 National Honorary Chair
Sandy Treadway, Librarian of Virginia
James McCann, Portsmouth VA250 Committee

Call to Order and Approval of Minutes

Delegate Terry Austin, Chair, called the meeting to order at 10:32 am and Ms. Wilson called roll. A quorum was physically present.

A motion was made by Chief Adkins and seconded by Ms. Stone to approve the minutes of the July 18, 2023 full commission meeting. A vote was taken and passed unanimously.

Chair's Remarks

Delegate Terry Austin welcomed everyone to the newly renovated General Assembly Building and introduced Carly Fiorina, VA250 National Honorary Chair.

Remarks from VA250 National Honorary Chair

Ms. Fiorina gave remarks on the vision for and importance of Virginia's commemoration of America's 250th anniversary of independence.

Update on Programs in Development

Give Me Liberty: Virginia and the Forging of a Nation: VHMC and JYF Joint Exhibition

Ms. Coleman and Mr. Bosket gave an update on the development of the signature joint exhibition. In addition to the large exhibition that will first be displayed at VHMC and then move to the American Revolution Museum at Yorktown, there will be a companion book produced to expand on the signature exhibition content.

A Common Cause to All: A Convening of States

2024: Monday, March 18 – Wednesday, March 20

2025: Monday, March 24 – Wednesday, March 26

Ms. Wilson provided an update on the planning of these national gatherings. More than 21 states have signed up to attend the March 2024 conference, and a distinguished list of speakers have committed to participating.

Law Symposium: The Legal Revolution: Virginia Leads the Way to Liberty, 1776-2026

Mr. Monday presented an overview of the proposal for a distinguished law symposium series. Developed in conjunction with the Virginia Bar Association and Virginia Law Foundation, this trio of convocations would be hosted at public law schools across Virginia. Mr. Monday requested the endorsement of the VA250 Commission to continue to pursue the plans in development.

A motion was made by Mr. Dendy and seconded by Ms. Rowe to approve the law symposium as a signature program of the VA250 Commission contingent on availability of funding. A vote was taken and passed unanimously.

Library of Virginia: Transcribe Program

Dr. Treadway presented an overview of the proposal for “Transcribe: Ideas in Action” which seeks to transcribe, digitize, and curate the collection of over 2,000 petitions by Virginians between 1776-1786. The project would complement the Commission's work, and as a web-based project, it will serve as a legacy of the 250th commemoration.

A motion was made by Chief Adkins and seconded by Ms. Stone to approve the *Transcribe* program as a signature program of the VA250 Commission contingent on availability of funding. A vote was taken and passed unanimously.

Grant Recommendations

Ms. Bechamps presented recommendations from Round Two of VTC-VA250 Marketing Leverage Grant program, which included proposals from nine local committees for a total of \$74,600.

Mr. Hedlund presented recommendations from the first round of the VH-VA250 grant program, including proposals from 13 local committees for \$116,351.

A motion was made by Chief Adkins and seconded by Senator Locke to approve the grant recommendations as presented. A 2/3 majority vote by roll call is required for the allocation of funds. A full roll vote was taken, and the motion passed unanimously.

Development Report

Mr. Dendy reported on the efforts of the Virginia Commemorations, Inc board and staff to raise funds for the commemoration. Mr. Dendy recognized Rob and Jean Estes of Estes Express Lines for their generous gift honoring the Virginia Trucking Association and serving as a matching gift incentive to members of the trucking industry.

Marketing Report

Ms. Bechamps, Marketing Chair, discussed several updates on the efforts of the marketing committee. Working with the VTC marketing directors, the VA250 team has been sharing resources and working to increase awareness of VA250.

Staff Report

Ms. Wilson provided a staff report with the following key points:

Since VA250 became a legislative agency in July 2023, a Virtual Participation Policy was presented for re adoption. A motion was made by Chief Adkins and seconded by Ms. Stone to approve the Virtual Participation Policy as presented. A vote was taken and passed unanimously.

Ms. Wilson presented the quarterly media report, noting Commission communications achieved 3.2 million media impressions via earned and social media during the period.

Additionally, Ms. Wilson reviewed the VA250 Plans in Development including:

- Three annual signature events, along with hundreds of local and Virginia events that will take place in 2024, 2025, and 2026
- Co-branding program with Virginia vendors desiring to use the VA250 logo on commercial products such as craft beers, ale, and Virginia wines. Commission members requested staff work with counsel to craft a licensing agreement for those wishing to participate in the program.
- Design of the mobile museum is underway, in partnership with SPEVCO and several museums. With the theme, “Virginia’s History is America’s Story,” the mobile museum is scheduled to launch in Fall 2024. A request portal was started for local committees to file pre-requests and 15 were received in the first week alone. Working with local committees, priority will be given to scheduling school visits, particularly Title I schools and those that may not be able to afford field trips. Working in conjunction with VTC, the mobile museum will be operated as a “Welcome Center on wheels,” offering tourism information to visitors, including a “passport” to entice visitation at historic sites across the state.

- Nearly all localities have either formed a local committee or provided staff with a contact. Staff are working to obtain the last few contacts.

The Commission approved the Logo use report.

Mr. Duncan asked about the use of short-form video, such as the bicentennial minute, and Chairman Austin requested that staff report back to the Commission any videos produced and shared.

Local Committee Profile: *Portsmouth VA250 Committee*

Mr. James McCann gave an overview of the plans in development by the Portsmouth VA250 Committee. The committee has representatives from organizations across the community, including 14 committee members and seven subcommittees working to highlight local stories and plan programs.

Adjournment

There was no public comment. There being no further business, the meeting adjourned at 12:34 p.m.