



## Virginia American Revolution 250 Commission (VA250)

### Executive Committee

Thursday, August 29, 2024, 10:30 a.m.

General Assembly Building

House Room C

### Draft Minutes

#### Executive Committee and Invited Participants in Attendance

The Honorable Terry L. Austin, *Chair, Virginia House of Delegates*

The Honorable Mamie E. Locke, *Vice Chair, Senate of Virginia*

Carly Fiorina, *VA250 National Honorary Chair*

The Honorable Alex Q. Askew, *Virginia House of Delegates (Virtual)*

Chief Stephen R. Adkins, *Chickahominy Indian Tribe*

Edward H. Baine, *Dominion Energy Virginia*

Jamie O. Bosket, *Virginia Museum of History and Culture*

Christy S. Coleman, *Jamestown-Yorktown Foundation*

H. Benson Dendy III, *Chairman Emeritus, Jamestown-Yorktown Foundation*

The Honorable Aimee R. Guidera, *Secretary of Education (Virtual)*

The Honorable Ryan T. McDougale, *Senate of Virginia (Virtual)*

The Honorable Kenneth R. Plum, *Member Emeritus, Virginia House of Delegates*

Scott M. Stroh III, *Gunston Hall*

#### VA250 Staff

Cheryl Wilson, *Executive Director*

Katherine Dabney, *Senior Program Associate*

Patrick Daughtry, *Director of Major Gifts*

Mike Frontiero, *Chief Communications Officer*

Trevor Grimm, *Digital Media and Brand Director (Virtual)*

Kate Egner Gruber, *Director of Engagement, Public Programming, and Interpretation*

Jessica Kilgo, *Chief Financial Officer (Virtual)*

Lindsey McDade, *Fiscal Technician*

Susan Nolan, *Director of Institutional Giving*

Brian Shaw, *Chief Development Strategist*

Korin Taddei, *Executive Assistant*

#### Call to Order and Roll Call

*The Honorable Terry L. Austin, Chair*

Chairman Austin called the meeting to order at 10:33 a.m. He welcomed and thanked everyone for their dedication and participation.

Chairman Austin asked Cheryl Wilson to take a call roll. A quorum was present.

## Approval of Minutes

Chairman Austin presented the last Executive Committee meeting minutes for consideration. Approval motion was made by Christy Coleman and seconded by Chief Adkins to approve the minutes of April 9, 2024. A vote was taken, and the motion passed unanimously.

## Chair's Remarks

Chairman Austin and Vice-Chair Locke appointed new legislative members to the Executive Committee including Delegate Alex Q. Askew, Delegate Paul E. Krizek, and Senator Ryan T. McDougle. Chairman Austin also confirmed that Delegate Plum and Senator Norment would continue their service on the Executive Committee.

Chairman Austin asked that the Executive Committee meet in between full commission meetings, as schedules allow, so that topics can be discussed in greater detail. He invited members to contact him if they had items to add to the agenda.

Chairman Austin then stressed the importance of amplifying VA250 through the organizations that members represent. He, along with Governor Youngkin, Vice Chair Locke, Honorary Chair Fiorina have called on all public agencies and private organizations to intentionally promote VA250 and to include VA250 in their operations. At the very minimum, organizations should have the VA250 logo and link to the VA250.org website prominently displayed on their websites, with a completion date of Friday, September 20, 2024.

## National Honorary Chair's Remarks

Honorary Chair Fiorina shared that she attended the recent African Landing event at Fort Monroe. She felt that event exemplified the goals of the VA250 to educate, engage and inspire. She highlighted that this was a very difficult subject, but the program was a very positive, uplifting community event. Vice-Chair Locke spoke of the "power of place" and that this event was a great example of what the Commission is trying to accomplish.

Honorary Chair Fiorina announced the upcoming Independence Day events in 2025. On July 3<sup>rd</sup> VA250 will host a day of events in Roanoke and on the 4th of July at Fort Monroe. Additionally, she mentioned the event at Mount Vernon on June 11, 2026, to celebrate the world's democracies, which will also correlate with the passage of Sail250's tall ships.

## Staff Report

*Cheryl Wilson*

Ms. Wilson noted the *Education Steering Committee* has been very active and would be meeting on Tuesday, October 1<sup>st</sup> and that the *Reading Revolution* would be October 14-18. She invited members to participate by reading to students throughout the Commonwealth. Secretary Guidera is incorporating VA250 into the majority of the existing education department programs.

Ms. Wilson reported that the *VA250 Mobile Museum* is on time and on budget, and still expecting an early November rollout. Volvo has most generously donated the truck and trailer. She highlighted some of the items that will be included in the mobile museum along with a presentation of design renderings. A generous partnership with the Library of Virginia is allowing the kiosk from their Indigenous Perspectives exhibit "Tribal Voices" to travel with the mobile museum.

Ms. Wilson shared that the **Local Committee Regional Meetings** have been scheduled this fall. The Committees are also looking forward to collaborating on planning efforts.

**Trademark and Logo Partners.** Ms. Wilson shared that VA250 counsel, Peter Broadbent, continued to advise VA250 on all things related to trademark and logos.

Mr. Shaw gave a report on the efforts to ask Virginia education institutions to include the **VA250 Logo on Athletic Uniforms**. There have been budget challenges with placing the VA250 logo on uniforms, but the colleges are extremely committed to promoting VA250. Possible ideas such as special VA250 games, videos, scoreboards, and video clips of students talking about VA250, rivalry games, advertising on programs, calendars, etc. are being explored. Chairman Austin thanked Mr. Shaw for all the work that he has done.

## **2025 Budget Review**

Ms. Wilson presented an overview of VA250 events in 2024 and events on the horizon for 2025 and into 2026. She urged members to mark their calendar with these dates. Regarding grants, 2025 will be the biggest year. Marketing funds are greatly needed. Ms. Wilson gave a snapshot of the entire budget. Through the generosity of private donors, a great deal of expense is offset.

Chairman Austin asked to add a celebration at the homes of each of the eight presidents that have come from Virginia.

The budget approval was motioned by Jamie Bosket and seconded by Vice-Chair Locke. A roll call vote was taken and passed unanimously.

## **Va250 Signature Exhibition *Give Me Liberty: Virginia and the Forging of a Nation*** *Jamie Bosket and Christy Coleman*

Mr. Bosket and Ms. Coleman distributed a design draft of the VA250 Signature Exhibition. Mr. Bosket explained the vision behind the exhibition and the timeline for completion. The signature exhibition will make its debut on March 22, 2025 at the Virginia Museum of History and Culture and will move to the American Revolution Museum at Yorktown in 2026. Companion travel exhibitions are also in production and have now been completely reserved through 2026 by museums, libraries, colleges, and historic places. There was discussion about the need to create additional traveling exhibitions to meet demand from localities (libraries, businesses, etc.).

Hearing no further business, Chairman Austin adjourned the meeting at 11:54 a.m.