

**VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION**  
**Report of the Executive Committee**

Speaker of the House of Delegates William J. Howell, Chairman

December 10, 2009

10:00 a.m.

Executive committee members present: Speaker William J. Howell, Delegate Albert C. Eisenberg, Delegate Algie T. Howell, Jr., Dr. Paul A. Levensgood. Commission member present: John P. Ackerly, III

**I. Call to Order**

Speaker Howell called the meeting to order and welcomed everyone in attendance. He acknowledged receipt of several thank-you letters from schools that had received the supplemental teaching tool, *Virginia in the Civil War: A Sesquicentennial Remembrance*.

**II. Sesquicentennial Tourism Marketing Grant Program: Recommendations**

*Steve Galyean, Virginia Tourism Corporation*

Mr. Galyean reported that nine grant applications were submitted during the Commission's fall grant cycle. Six of those applications are recommended by the review committee for Commission approval:

**Harrisonburg-Rockingham Local Sesquicentennial Committee**

*"Expansion of Civil War Trails Interpretive Signage in Downtown Harrisonburg"*

- Amount of award: \$5,000; Amount of match from recipient: \$5,700
- Construction of three new Civil War Trails Markers highlighting the history of the Confederate General Hospital, Woodbine Cemetery and the site of Hill's Hotel.

**Page County Sesquicentennial Committee**

*"Discover Page County's Unknown Stories . . . the American Civil War - A Historical Driving Tour Brochure and Map"*

- Amount of award: \$1,924.50; Amount of match from recipient: \$1,924.50
- Production and printing of driving brochure that highlights historical sites throughout Page County

**Gloucester County Sesquicentennial Committee**

*"Gloucester County Civil War History Initiative"*

- Amount of award: \$3,425.00; Amount of match from recipient: \$3,425.00
- Marketing and development of the newly-installed Civil War Trails site in Court Circle, which holds monuments of Confederate soldiers and African-American Union soldiers.

**Norfolk Sesquicentennial Committee/Virginia Arts Festival**

*"Rappahannock County"*

- Amount of award: \$5,000; Amount of match from recipient: \$30,865.00

- Marketing to support Norfolk premiere of a concert opera, *Rappahannock County*, that uses lyrics, music and projected visuals to explore the sociological and psychological impact of the Civil War on a community in Northern Virginia.

**Richmond, Fredericksburg and Shenandoah Sesquicentennial Committees (Regional collaboration)**

*"American Civil War Tour in Virginia: International Pow Wow"*

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- Promotion of a regional Virginia Civil War travel itinerary to international travelers during the U.S. Travel's International Pow Wow, a three-day gathering of travel buyers from more than 70 countries.

**Winchester-Frederick Sesquicentennial Committee/Shenandoah Valley Battlefields Association**

*"Shenandoah Valley Civil War Sesquicentennial Map Pad"*

- Amount of award: \$4,150.00; Amount of match from recipient: \$4,150.00
- Creation of a two-sided regional map pad that will promote visitor traffic to both historic and non-historic sites and attractions throughout the Shenandoah Valley. One side of the map will be developed by the SVBF to focus on Civil War-related sites and the other side will be developed by the Shenandoah Valley Travel Association to highlight non-Civil War related sites (hotels, restaurants, resorts, visitor centers, etc.)

Speaker Howell asked Mr. Galyean to briefly elaborate on the committee's reasons for approval or disapproval of grant applications. Mr. Galyean answered that those approved had strong partnerships, met the qualification standards and goals of the Commission and demonstrated effective marketing plans that would likely generate tourism dollars. Those not approved generally did not meet basic application requirements or did not meet qualification standards of the Commission.

Delegate A. T. Howell made a motion that the Commission approve the six marketing grant recommendations. The motion was seconded by Dr. Levengood and passed unanimously.

Mr. Galyean inquired as to the Commission's preferred method of notification. It was agreed that Mr. Galyean would send out standard notification letters. Mr. Galyean also reported on plans to conduct training sessions for potential applicants in advance of the next grant cycle to strengthen the quality of applications received.

**III. Staff Update**

*Cheryl Jackson, Executive Director*

**A. DVD to schools**

Ms. Jackson reported receiving excellent feedback on behalf of the Commission for the DVD to schools, *Virginia in the Civil War: A Sesquicentennial Remembrance*. She also informed Committee members of a number of inquiries regarding closed captioning of the

DVD for use with hearing impaired students. Blue Ridge Public Television has submitted an estimate for this service and Ms. Jackson is seeking additional quotes.

#### B. *Civil War 150 HistoryMobile* development plan

Ms. Jackson briefly reported on activities of the Project Review Team organized to assist with the development of the actual layout and experience of the *Civil War 150 HistoryMobile*. The Project Review Team visited the Pentagon as guests of the Center for Military History to view an exhibition recently installed there and to discuss ways in which the Center and the Commission can partner on developing content for the *HistoryMobile*.

Next steps in developing the *HistoryMobile* include getting the Project Review Team and the Executive Committee together to fine tune details and engage a company with expertise in fabricating and managing mobile exhibitions to do some detailed concept drawings. Cost for this consulting service is estimated to be in the range of \$5,000 - \$10,000, an amount well within the range of grant monies received for the project.

#### C. Logo approval requests

In accordance with the procedure established by the Executive Committee, Ms. Jackson presented a list of 17 applications to affix the Commission's logo that have been pre-approved by staff. This list included the following: (1) York County Parks and Recreation (website); (2) Lincoln at the Crossroads Alliance (website; brochure); (3) Gloucester Sesquicentennial Committee (poster); (4) Newport News Sesquicentennial Committee (brochure); (5) Mathews County Sesquicentennial Committee (poster); (6) Richmond Metropolitan Convention and Visitor's Bureau (website); (7) Shenandoah County Sesquicentennial Committee (Civil War Trails sign); (8) Shenandoah County Sesquicentennial Committee (brochure); (9) Shenandoah County Sesquicentennial Committee (print materials); (10) Page County Sesquicentennial Committee (brochure); (11) Page County Sesquicentennial Committee (banner); (12) Mathews County Sesquicentennial Committee (poster); (13) Washington County Sesquicentennial Committee (brochure); (14) Fairfax County Convention and Visitor Corp. (website); (15) Fairfax County History Commission (webpage); (16) City of Newport News (brochure); (17) Fredericksburg Area Museum and Cultural Center (webpage, educational materials).

Dr. Levengood moved that the pre-approved applications be given final approval by the Executive Committee. The motion was seconded by Delegate Howell and passed unanimously.

#### D. Re-selling of Commission merchandise by other vendors

Staff has received a number of inquiries from museum shops, Civil War Roundtables, and other groups regarding re-selling Commission merchandise (i.e., DVD to schools, Signature Conference DVDs and lapel pins). Committee members discussed whether or not it is advisable to authorize such resale and determined such activity to be generally a

good idea. Further discussion was held regarding setting an appropriate resale price and allowable mark-up for outside vendors. A cap of 20% profit was suggested. Committee members asked staff how the cap would be enforced and it was determined that outside vendors must sign a binding agreement to be drafted by the Division of Legislative Services stipulating the cap and other details.

Delegate Eisenberg moved that the Committee approve the re-selling of Commission merchandise by other vendors. The motion was seconded by Dr. Levensgood and passed unanimously.

#### E. Teacher Staff Rides

Ms. Jackson reported that she and Scott Maddrea met with Dr. William Glenn Robertson to discuss the logistics and efficacy of developing a Teacher Staff Ride program. Teachers would be brought in and trained on the best ways to use battlefields to teach about the Civil War after a period of pre-study. Each program would have a budget impact of approximately \$10,000. The Executive Committee will consider development of a Teacher Staff Ride program at a future meeting.

#### F. Commissioning of Book of Photographs for the Sesquicentennial Commemoration

Ms. Jackson reported receiving numerous inquiries regarding whether or not the Commission intends to commission a book of photographs for the sesquicentennial commemoration. Discussion was held on the topic and it was determined that the Commission does not have interest in doing so at this time.

### **IV. Hampton University Presentation**

Speaker Howell called on Bill Thomas, Vice President for Government Relations, or another representative of Hampton University to make a presentation, per their request at the Commission meeting on November 9. However, there were no representatives of the university present. (Note: Mr. Thomas arrived after the meeting had adjourned).

### **V. Other Business**

There being no further business, the meeting was adjourned.