

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

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

September 15, 2011

10:00 a.m.

Executive Committee members present: Speaker William J. Howell, Delegate Algie T. Howell, Jr., Delegate L. Scott Lingamfelter, Dr. Paul A. Levensgood and Dr. James I. Robertson, Jr. Commission member Jack Ackerly was also present.

I. Call to Order

Speaker Howell called the meeting to order and welcomed those in attendance.

II. Sesquicentennial Tourism Marketing Grant Program: Recommendations

Cheryl Jackson, Executive Director

Ms. Jackson briefed Executive Committee members on the sixth round of grant applications for the Commission-sponsored sesquicentennial tourism marketing program. Seven grant applications were received and the grant review committee recommended five for funding as follows:

1. Harrisonburg-Rockingham Local Sesquicentennial Committees

"Battles on the Homefront." Funds will be used to leverage marketing dollars and create a marketing brochure and map to draw visitors to Harrisonburg and Rockingham County during the 2012 commemorative year. The marketing items will provide tourists to the region a convenient tool for visiting key sites in the region and the diversity of sites will help to tell a full story of the Civil War in Central Shenandoah Valley.

Requested Amount: \$5,000

Partners Match: \$6,650

Partners: Harrisonburg-Rockingham Sesquicentennial Committee; Virginia Quilt Museum; Harrisonburg Tourism; Rockingham County Economic Development & Tourism, Department of Community Development; The Harrisonburg-Rockingham Historical Society (The Heritage Museum), Longs Chapel Preservation Society; Daniel Bowman Mill at Silver Lake; Town of Grottoes (Grand Caverns); Valley Brethren Heritage Center (Crossroads); and the Port Republic Museum.

2. Williamsburg-James City-York Local Sesquicentennial Committees (Regional collaborative)

"Williamsburg Civil War Brochure." Funds will assist with the costs of an additional printing of the new destination brochure promoting the Civil War

experiences in the Williamsburg, Jamestown and Yorktown area as well as the eastern region on Virginia.

Requested Amount: \$5,000
Partners Match: \$6,000

Partners: Greater Williamsburg Chamber & Tourism Alliance and the Historic Triangle Collaborate (local sesquicentennial committee).

3. Giles County Local Sesquicentennial Committee

"Giles County Civil War Sesquicentennial Project." Funds will support efforts to market Giles County as a year-round travel destination through the promotion of activities created in observance of the 150th anniversary of the American Civil War.

Requested Amount: \$5,000
Partners Match: \$5,000

Partners: Giles County Historical Society and Giles County Tourism Marketing Committee.

4. Hanover County Local Sesquicentennial Committee

"Hanover County Guide to Civil War Sites Brochures." Funds will be used to print an easy-to-use brochure listing publicly-accessible Civil War-related sites in Hanover County helping to increase tourism revenues.

Requested Amount: \$3,000
Partners Match: \$3,000

Partners: Hanover Tavern Foundation; Hanover County Historical Commission; The Blue and Gray Education Society Board; National Park Service - Richmond National Battlefield Park.

5. Franklin County Local Sesquicentennial Committee

"Marketing Materials and Plan for General Jubal Anderson Early's Homeplace." Funds will be used to support the development of moveable, internal interpretive panels which relate to Gen. Jubal Early and the Homeplace to tourists, students and Civil War enthusiasts; improvements to their website (www.jubalearly.org); finalization of signage for Gen. Jubal Early Homeplace as part of the Civil War Trails program; brochure printing and distribution; and marketing the Homeplace as a destination for visitors during the sesquicentennial.

Requested Amount: \$5,000
Partners Match: \$5,000

Partners: Jubal A. Early Preservation Trust, Inc.; Early's Homeplace; Fincastle Rifles, Sons of Confederate Veterans Camp #1326; Joshua L. Chamberlain, Sons of Union Veterans Camp #20.

The next grant cycle will open in Fall 2011.

The grant recommendations were considered en bloc. Delegate Algie Howell made a motion that the grants be approved as presented. The motion was seconded by Dr. James Robertson and passed unanimously.

Speaker Howell asked for an update on funds remaining in the tourism marketing grant program. Ms. Jackson responded that there is \$201,705 in available funds. Further, over \$98,000 in Commission funds have been distributed to local sesquicentennial committees through six grant cycles prompting over \$171,000 in matching funds from local committee partners. Executive Committee members briefly discussed the success of the tourism marketing grant program and commented that the program could be used as a template.

III. Approval of Logo Requests

Cheryl Jackson, Executive Director

In accordance with the procedure established by the Executive Committee, staff presented a list of applications to affix the Commission's logo that have been given provisional authorization. The list includes the following:

1. Fauquier County Department of Economic Development (Map/guide to battlefields)
2. Winchester-Frederick County Convention & Visitors Bureau (Print calendar, online calendar)
3. York County Sesquicentennial Committee (Printed map, calendar, destination guide)
4. Historic Smithfield Plantation (Brochure)
5. Virginia Tourism Authority (Virginia travel guide book, Virginia Tourism website and kiosk)
6. Amherst County Civil War Sesquicentennial Committee (Press release, flyer)
7. Shenandoah Valley Battlefields Foundation (Rack card for tourism office display rack)
8. Fairfax County Cemetery Preservation Association (Website)
9. Goochland County (County government newsletter)
10. Gloucester County Parks & Recreation / Gloucester Sesquicentennial Committee (Trifold brochure)
11. Charlotte County Sesquicentennial Committee (Newspaper ad, flyers)
12. York County Sesquicentennial Committee (Nametags)
13. George Mason University, Professor M. Daniels (Book chapter)
14. Gloucester County Parks & Recreation (Poster accompanying "First Shot" painting)

15. Cove Ridge Center at Natural Tunnel State Park (Flyers, handouts)

Dr. Robertson moved that staff recommendations for approval of logo applications be given final approval by the Executive Committee. The motion was seconded by Dr. Levengood and passed unanimously. Logo requests that were not recommended for approval were tabled.

IV. Project Updates

Cheryl Jackson, Executive Director

Ms. Jackson reported that the 2011 Signature Conference at Virginia Tech was chaired by Dr. James I. Robertson, Jr. and brought over 1,300 attendees from across the United States. Special features of the conference included the presentation of the second annual Distinguished Service Award to Dr. Robertson for his commitment of time, talent, and expertise to guide the Commission's efforts. Another special highlight of the conference was a performance by the Stonewall Brigade Band during the lunch break. Virginia Military Institute will host the 2012 Signature Conference *Leadership and Generalship in the Civil War* on Thursday, March 22, 2012. The conference will be held in the Gillis Theatre in Marshall Hall Center for Leadership and Ethics at VMI and will be limited to 500 attendees.

Ms. Jackson reviewed the 150th anniversary commemorative program that was held at Manassas National Battlefield Park on July 21, 2011. Despite the intense heat, the event was a tremendous success with many distinguished speakers, including Governor McDonnell, Senator Colgan, National Park Service director Jon Jarvis, and keynote address by Dr. Edward L. Ayers, President of the University of Richmond. The Army Old Guard (3rd Infantry Division), a unit that has been in existence since the Civil War and served at Manassas, closed the program with a demonstration by silent drill team in memory and honor of those who serve on battlefields today.

The ribbon cutting ceremony for the Civil War 150 HistoryMobile, which took place immediately after the commemorative program, was also a great success. Over 1,500 visitors toured the HistoryMobile during the commemorative weekend at Manassas. Since its debut, the HistoryMobile has served over 8,000 visitors. Tour staff reports that students and children in particular love the interactive stations.

Ms. Jackson further described the HistoryMobile experience by showing pictures of the exterior tents that are set-up at each tour stop. These tents offer visitors opportunities to explore other Commission and partner projects. One such project is the Welcome Center interactive kiosks developed in partnership with VTC and VDOT and funded through the Federal Transportation Enhancement grant program. The kiosk provides visitors an immediate resource for finding information on what other Virginia sites and scenic roads and byways are around them that they might like to visit while in the area.

The Executive Committee thanked Dr. Levensgood and his staff at the Virginia Historical Society for all of their help and expertise in developing the HistoryMobile and keeping it on the road. Dr. Levensgood took the opportunity to report that the museum exhibition portion of the project, *An American Turning Point: The Civil War in Virginia* has received the prestigious Award of Merit from the American Association of State and Local History (AASLH), whose national conference is in Richmond this week.

Ms. Jackson also reported that the Commission's Civil War regiment database *Walk In Their Footsteps* has gotten thousands of hits and has elicited tremendous feedback. Users can plot a customized "Battle Plan" travel itinerary to "walk in the footsteps" of their ancestors as they fought through Virginia. The program has been so successful that the Virginia Tourism Corporation has adopted "Walk in Their Footsteps" as its marketing message for its sesquicentennial campaign. Delegate Lingamfelter commented that the Commission should consider marketing the program to media outlets that will draw additional users to the website, such as genealogy publications and history publications. Executive Committee members agreed that staff would draft an article for submission.

Ms. Jackson continued by reviewing the "*Stories Behind the Civil War 150 HistoryMobile*" booklet that is handed out to visitors when they come to the HistoryMobile. A second printing of the booklet is underway, which will include scenic road maps and information from the Virginia Department of Transportation. Ms. Jackson also reviewed the travel schedule for the HistoryMobile over the next few months including a Southwest Virginia blitz and stops at Harpers Ferry, West Virginia; Antietam, Maryland; and Bristol, Tennessee. Ms. Jackson said that the HistoryMobile has some downtime in the winter months and suggested that the HistoryMobile could visit the Capitol during the 2012 General Assembly Session. The Executive Committee agreed and directed staff to work with the House and Senate Clerks to determine an appropriate date for the visit. The 2012 travel schedule for the HistoryMobile is being developed.

Ms. Jackson also reported that the Commission will soon launch an app for iPhone and Android users to download in order to search the Statewide Calendar of Events on their mobile devices. The information is organized by locality and date, and includes driving directions. Members discussed a price point for the app, and Delegate Lingamfelter moved that it be offered free of charge. The motion was seconded by Delegate Howell and passed unanimously.

V. Virginia Sesquicentennial Winery Passport Program

Amy Ciarametaro, Marketing Manager, Virginia Wine Board Marketing Office

Ms. Ciarametaro reviewed the Virginia Sesquicentennial Winery Passport program, which was specially developed to highlight wineries that are close to battlefields during the 150th anniversary. Twenty-three wineries are currently participating in the program and have produced 32 special vintages for the sesquicentennial anniversary. The program has garnered so much public interest that a second printing of the passport is already necessary and several additional wineries want to participate. The passport lists a different winery and special Civil War vintage on each page for users to have "stamped"

when they visit. Delegate Lingamfelter asked if the wineries would continue producing the Civil War vintages after the commemoration period. Ms. Ciarametaro indicated that while there is no way to be sure, if the initial response to the program is any indication the wineries probably would continue the special vintages. Mr. Ackerly asked why wineries near some of the major Civil War battlefields in Virginia weren't included in the passport. Ms. Ciarametaro said that the passport featured battlefields near the wineries that had elected to participate.

VI. Other Business

Speaker Howell reminded the Executive Committee that the sesquicentennial anniversary of the emancipation proclamation occurs in September 2012 and appointed Dr. Robertson, Delegate Howell, and staff to work together to develop an appropriate program to recognize the anniversary.

VII. Adjournment

There being no further business, the meeting was adjourned.