

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

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

December 12, 2011

2:00 p.m.

Executive Committee members present: Speaker William J. Howell, Delegate Algie T. Howell, Jr., and Dr. Paul A. Levensgood. Commission member John P. Ackerly III was deputized to the Executive Committee for this meeting, for the purpose of reaching a quorum.

I. Call to Order

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

II. Sesquicentennial Tourism Marketing Grant Program: Recommendations

Steve Galyean, Development Director, Virginia Tourism Corporation

Mr. Galyean briefed Executive Committee members on the seventh round of grant applications for the Commission-sponsored sesquicentennial tourism marketing program. Six grant applications were received and the grant review committee recommended three for funding as follows:

1. Loudoun County Sesquicentennial Committee

"Loudoun County's 'Rallying Point'"

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- A partnership of non-profit and for-profit organizations led by Morven Park seeks funding for printing of a brochure and for marketing and advertising a program called "Rallying Point," which will encourage increased visitation to Loudoun County's Civil War Sites during the sesquicentennial commemoration.

2. Staunton-Waynesboro-Augusta Sesquicentennial Committees, partnering with SVBF

"Shenandoah At War' Mobile Website and Mobile Application

- Amount of award: \$5,000; Amount of match from recipient: \$9,500
- Project will produce a mobile version of the "Shenandoah At War" website and a mobile smartphone application, designed to provide tools for the increasingly smartphone-equipped traveler that will help guide them to Civil War and other visitor destinations in the Valley.

3. Brunswick County Sesquicentennial Committee

"Brunswick County Courthouse Civil War Trails Marker"

- Amount of award: \$1,300; Amount of match from recipient: \$1,300

- The funds will be used to place a Civil War Trails marker on the historic Brunswick County Courthouse Square to tell the story of why court records were not destroyed during a Union raid on the Town of Lawrenceville in the spring of 1864 during the Civil War.

Mr. Galyean reported that with the Commission's approval, \$11,300 in funds would be awarded this grant cycle, generating an additional \$15,800 of matching funds. VTC staff will work with applicants not recommended for funding, in order to strengthen their applications for the next grant cycle, which will open in mid-January 2012.

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 Mr. Ackerly and passed unanimously.

III. Civil War 150 HistoryMobile: 2012 Travel Schedule Recommendations

Cheryl Jackson, Executive Director

Roy Knox, Vice President of Administration and Finance, Virginia Tourism Corporation

Elizabeth Heffernan, HistoryMobile Logistics Manager, Department of Motor Vehicles

Ms. Jackson reported that the first year of operation of the Civil War 150 HistoryMobile has been highly successful. Since the HistoryMobile opened on July 21, it has served over 18,000 visitors and has participated in 20 events across Virginia and in West Virginia and Tennessee. Demographic data indicates that visitors to the HistoryMobile hail from almost every state and several different countries.

Visitor responses have been overwhelmingly positive. Visitors and hosts alike appreciate the HistoryMobile visiting small communities that may not otherwise have access to such museum resources. Visitors report that the exhibit captures their attention right away in the battlefront section by providing an immersive battle experience, and the final section, "Loss, Gain, Legacy," offers new stories and fresh insight into how the Civil War and Emancipation affected all Virginians.

The HistoryMobile has also had a positive effect on local tourism. At each event, visitors use touch-screen kiosks and get brochures and information to plan further travel. Through a partnership with the Virginia Tourism Corporation and local hosts, volunteers are onsite at each event to provide local information and direct visitors to other sites that they can further explore.

More than 2,000 students and 38 school groups visited the HistoryMobile in 2011. Each site host coordinates the participation of local schools, and in some instances, the HistoryMobile goes directly to the school. A new Teachers' Guide highlights relevant SOLs in the exhibit, effectively extending the HistoryMobile curriculum into the classroom. The HistoryMobile will visit Richmond-area schools during the winter months.

Ms. Jackson reviewed the proposed 2012 travel schedule for the HistoryMobile. In developing the travel schedule, staff worked accommodate as many applications as possible and include key 150th anniversary events.

The Executive Committee discussed the successful partnership formed as a result of the project between the Commission, the Department of Motor Vehicles, and the Virginia Tourism Corporation. Delegate Algie Howell inquired as to the Commission's efforts to reach out to students and have the HistoryMobile serve as many school districts as possible. Ms. Jackson noted that staff encourages hosts to reach out to school systems as part of the event planning, but will redouble those efforts to ensure that hosts understand the importance of providing for the participation of school groups. Ms. Jackson also indicated that the proposed 2012 schedule includes extra days at some tour stops to accommodate school groups.

Dr. Paul Levensgood made a motion to approve the 2012 travel schedule as presented. The motion was seconded by Delegate Algie Howell and passed unanimously.

IV. Approval of Logo Requests

Cheryl Jackson, Executive Director

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

1. Bristol Convention and Visitors Bureau (Print, website, social media for HistoryMobile visit)
2. Meherrin Regional Library System (Brunswick and Greensville Counties, Emporia) (Website, Civil War book lists)
3. Robert E. Lee Memorial Association (Printed mailers, website, poster)
4. Mecklenburg County Civil War 150 Committee (County government website)
5. Mecklenburg County Civil War 150 Committee (Signs, scrapbook, and bookmarks)
6. Appomattox County Economic Development Office (County government website)
7. St. Margaret's School library, Tappahannock (Library display)
8. Amtrak/Pulsar Advertising (Print ad)

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

V. Discussion Items and Updates

Cheryl Jackson, Executive Director

Ms. Jackson provided an update on the 2012 Signature Conference to be held at Virginia Military Institute on Thursday, March 22, 2012. Registration for the conference was brisk and is now closed given the size of the venue. A waiting list has been established, and the full

conference will be taped for DVD and published in book format after the event for those who are unable to attend.

Ms. Jackson reported on the development of a special program to mark the sesquicentennial of the Emancipation Proclamation. Designed as a 'Fireside Chat,' the program will be based on the book, *The Emancipation Proclamation: Three Views*, and will bring together three of the foremost experts in the field including Edna Greene Medford, Harold Holzer and Frank Williams. Discussion will focus on different ways to understand and interpret the Emancipation Proclamation and will be held at Dodd Auditorium at Mary Washington University on Friday, September 21, 2012, the eve of the 150th anniversary of the issuance of the preliminary Emancipation Proclamation. The Executive Committee approved of the program in concept and directed that staff move forward with program development.

Ms. Jackson reported that the Shenandoah Valley Battlefield Foundation has asked the Commission to co-sponsor a June 9, 2012 program commemorating the Battle at Cross Keys. Executive Committee members briefly discussed the historical significance of the battle, considered the capstone event of Jackson's Valley Campaign, as well as the types of sponsorship the Commission has engaged in throughout the commemoration. It was the sense of the Executive Committee that the Commission would co-sponsor the event but would not provide financial support.

Last, the Executive Committee discussed the merits of publishing a collection of the 'best finds' from the very successful Legacy Project. Ms. Jackson briefly outlined the project and provided examples of material that could be included. Executive Committee members discussed various publishing possibilities and directed staff to continue exploring the project and report back at a later time.

VI. Adjournment

There being no further business, the meeting was adjourned.