



**VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION**

EXECUTIVE COMMITTEE MEETING

April 16, 2013, 10:30 AM
Speaker's Conference Room - 6th floor
General Assembly Building
www.VirginiaCivilWar.org

AGENDA

1. Call to Order
Speaker of the House of Delegates William J. Howell, Chairman
2. 2014 Signature Conference proposal
Dr. Peter Stearns, Provost
George Mason University
3. Sesquicentennial Tourism Marketing Grant - award recommendations
Steve Galyean, Virginia Tourism Corporation
Cheryl Jackson
4. Approval of logo requests
5. Other Business
6. Adjournment

Members of the Executive Committee:

The Honorable William J. Howell, *Chairman*
The Honorable Charles J. Colgan, Sr., *Vice-Chairman*
The Honorable Algie T. Howell, Jr.
The Honorable L. Scott Lingamfelter
Dr. Paul A. Levengood
Dr. James I. Robertson, Jr.

Staff:

Division of Legislative Services:
Cheryl Jackson, Executive Director
Kathy DuVall, Communications Coordinator
Gwen Foley, Senior Operations Staff Assistant
Michele Howell, Grants Administrator and Research Associate

House Committee Operations:
Scott Maddrea, Deputy Clerk

Senate Finance Committee:
Dick Hickman, Deputy Director

House Appropriations Committee:
Michael Jay, Legislative Fiscal Analyst

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

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

April 16, 2013

10:30 a.m.

Executive Committee members present: Speaker William J. Howell, Senator Charles J. Colgan, Sr., Delegate Algie T. Howell, Jr., James I. Robertson, Jr., and Paul Levensgood.

I. Call to Order

Speaker Howell called the meeting to order and requested a moment of silence for the victims of the bombing at the Boston Marathon.

II. 2014 Signature Conference proposal

Dr. Peter Stearns, Provost

George Mason University

Dr. Stearns presented the framework for the 2014 Signature Conference, *The Civil War in Global Context*. This conference will provide the opportunity to look at the Civil War from an intriguing and different perspective. The Civil War was an intense regional struggle, but it was also an international event in many ways. Considering it from this standpoint provides a number of unexpected connections between the American crisis and the wider world, and sheds light on the war itself as well.

The Civil War will be juxtaposed with other internal conflicts during the same period—the national unifications in Europe, the struggles over identity in Japan, rebellions in China and in India. Each case has distinctive features, which comparison helps to highlight, but there were also common issues that provide fresh insights into the American experience.

Several eminent historians will discuss the war's wider impact in areas ranging from the global cotton trade, to international abolition efforts, to changes in the future of military operations. The Civil War was the first of wars fought in an industrial age, and a culminating keynote by Jeremy Black, the distinguished British military historian, will explore the wider implications of this fact.

This conference, in no way detracting from the war as an American event, situates its meaning and its legacy in the wider currents of world history.

Executive Committee members were supportive of Dr. Stearns' proposal for the conference, but expressed concern over the travel costs associated with engaging multiple panelists from other countries. Dr. Stearns acknowledged the concern and assured members that costs would be kept within budget by adjusting honoraria to offset travel costs, where necessary.

The Executive Committee asked Dr. Stearns to work with staff as well as the local sesquicentennial committee to organize tours and other activities to be held before the conference, focusing on Civil War history in Fairfax.

II. Sesquicentennial Tourism Marketing Grant Program

Steve Galyean, Virginia Tourism Corporation

Cheryl Jackson

Six grant applications from the spring 2013 grant cycle (Round 11) were recommended by the grant review committee for funding:

1. Franklin County Sesquicentennial Committee

"Franklin County Marketing Initiative"

- Amount of award: \$2,500; Amount of match from recipient: \$2,500
- This project will entail the creation of marketing materials that highlight the attractions, destinations, and events within Franklin County that are associated with the commemoration of the Civil War sesquicentennial, and the distribution of same through various forms of social media with the goal of significantly increasing Civil War-related visitation to the County and the Commonwealth.

2. Barter Theatre

"Freedom: Commemorating the Struggle"

- Amount of award: \$4,500; Amount of match from recipient: \$5,900
- Attract local, state, and national attention to the history surrounding the American Civil War in Southwest Virginia by exploring the Battle of Saltville (150th anniversary of which is October 2014), which will allow participants to walk in the footsteps of key individuals and examine life on the home front through the use of Barter Theatre's production of "Freedom," along with educational exhibits and lectures in partnership with the Museum of the Middle Appalachians.

3. Town of Abingdon

"Abingdon and Washington County: Second 2013 American Civil War Commemoration Program"

- Amount of award: \$3,898.50; Amount of match from recipient: \$3,898.50
- The funds will be used to install two Civil War Trails markers: one to be installed at the Fields-Penn 1860 House Museum that will chronicle the life and accomplishments of Abingdon native son Francis Preston Blair; and the second, to be located at the Abingdon Muster Grounds, that will highlight the contributions of the 48th Volunteer Infantry Regiment as well as Washington County native Col. John Arthur Campbell.

4. Shenandoah Valley Battlefields Foundation

"Battlefield Driving Tours"

- Amount of award: \$5,000; Amount of match from recipient: \$6,000
- The grant project will be used to develop and produce 11 printed driving tours -- 10 for Shenandoah Valley Civil War battles/battlefields and one on The Burning -- tours designed to increase visitation by making it easier for visitors to find and understand key sites.

5. Prince William County Historic Preservation Division

"Bristoe Station Campaign Cell Phone Tour"

- Amount of award: \$1,500; Amount of match from recipient: \$1,500
- The Bristoe Station Campaign Cell Phone Tour will be a multi-faceted media tour (with cellular and smart phone technology) to provide out of town visitors and the local population a chance to learn more about the sites and actions that related to the Bristoe Station Campaign of 1863, and to enjoy the local neighborhoods and areas that are along the tour route.

6. Hanover Tavern Foundation

"War Comes to Hanover, 1861-1865' Civil War Brochure"

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- Funds are to be used to update and re-print the popular Hanover County Civil War brochure, as well as cover the cost to distribute the brochure at Virginia Interstate Welcome Centers and the HistoryMobile through 2015.

Mr. Galyean reported one application was incomplete and therefore, not recommended for funding. However, he will reach out to the applicant and encourage reapplication.

Ms. Jackson summarized the tourism marketing grant program to date, reporting that with the Commission's approval of the current applications, \$176,338 will have been awarded through the program, generating an additional \$264,941 in matching funds. Ms. Jackson also pointed out that the Commission-funded grant program is responsible for putting nearly \$500,000 in the marketplace. The remaining balance in the grant program is approximately \$123,000. This balance should allow for another 3-4 grant cycles. The next grant cycle will open on April 29 and close on July 9.

Committee members asked if the Virginia Tourism Corporation is tracking the program's impact on visitation to Civil War related sites in Virginia. Mr. Galyean indicated that grantees are required to submit a report that includes such data within 18-24 months after the end of the event, and that the Executive Committee will be provided with a comprehensive report when the program concludes. Ms. Jackson noted that some measures of success from previous grants are reported in the Commission's recent report, "Civil War Sesquicentennial in Virginia: Impact at the Halfway Mark."

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

IV. Approval of Logo Requests

Ms. Jackson reported that the Commission has approved a total of 201 logo requests since 2009. Following is a list of pending applications to affix the Commission's logo that have been given provisional authorization in accordance with the procedure established by the Executive Committee. The list includes the following:

1. Fairfax County Park Authority: Green Spring Gardens (Print and online advertising; press releases)
2. Appomattox County Government (Local government website)
3. Burke Historical Society (Print brochure)
4. York County Civil War Sesquicentennial Committee (Printed flyer and poster)
5. Museum of the Confederacy in Richmond (Print and online advertising; press releases)
6. Museum of the Confederacy and Hanover Tavern (Print and online advertising)
7. Rappahannock Choral Society (Print and online advertising; concert program guide)
8. Madison County Conservation Fund and Jack's Shop Committee (Print and online advertising)
9. Richmond Discoveries (Print and online advertising; tour map)
10. Brunswick County Sesquicentennial Committee (Local visitor magazine (print))

Delegate A.T. Howell moved that staff recommendations for approval of logo applications be given final approval by the Executive Committee. The motion was seconded by Senator Colgan and passed unanimously.

V. Adjournment

There being no further business, the meeting was adjourned.