



VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION
EXECUTIVE COMMITTEE MEETING

January 6, 2014, 10:00 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. Sesquicentennial Finale Concert
 - Overview of vision for concert - *Dr. Robertson*
 - Reception and recognition awards for local committees - *Cheryl Jackson*
 - Richmond Symphony proposal - *David Fisk, Executive Director, Richmond Symphony*
3. Sesquicentennial Tourism Marketing Grants: Award recommendations
Steve Galyean, Virginia Tourism Corporation and Cheryl Jackson
4. Staff report
Cheryl Jackson
 - Budget bill extension language
 - 2014 Signature Conference update
 - Approval of logo requests
 - Annual report to General Assembly
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
Gwen Foley, Senior Operations Staff Assistant
Alex Hartle, Communications Coordinator

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
January 6, 2014

Executive Committee members present: Speaker William J. Howell, Senator Charles J. Colgan, Sr., Delegate L. Scott Lingamfelter, Delegate Algie T. Howell, Jr. and Dr. James I. Robertson, Jr.

I. Call to Order

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

II. Sesquicentennial Finale Concert

- Overview of vision for concert - *James I. Robertson, Jr.*
- Reception and recognition awards for local committees - *Cheryl Jackson*
- Richmond Symphony proposal - *David Fisk, Executive Director, Richmond Symphony*

Dr. Robertson provided background on the history of music in the Civil war and noted its centrality to every aspect of the war. Dr. Robertson stated that the current plan is to hold a finale concert on Memorial Day 2015 at the Carpenter Center in Richmond, which holds approximately 1,500 occupants. The program will be presented free of charge, but with pre-registration and ticketing required. Dr. Robertson distributed a proposed program for the concert, which he will narrate, and explained the rationale for the inclusion of each song. The program will include a 150-voice choir and 75-piece orchestra. After discussing the vision for the program, songs, and narration, the Executive Committee agreed to move forward with Dr. Robertson's proposed program.

Ms. Jackson introduced a proposal for a recognition ceremony and reception for local sesquicentennial committees and partners prior to the finale concert. Ms. Jackson commended the hard work of the local sesquicentennial committees, and offered a plan for recognizing their contributions. Local sesquicentennial committees will be invited to apply for recognition awards, through an application process that details programs and events that they have sponsored to help make the sesquicentennial commemoration successful. Those approved will be invited to an exclusive pre-concert awards reception with members of the Commission, and the listing of programs and events will be included in the Commission's final report. Members of the Executive Committee approved the proposal, and Speaker Howell instructed Ms. Jackson to begin planning the awards program and reception.

Mr. Fisk introduced a proposed budget for the concert, noting a base budget of \$52,784, with options for many additional elements that would add to the cost. Mr. Fisk presented budgets for both Brown's Island and the Carpenter Center, but recognized the Commission's preference for the Carpenter Center. Several additional options include broadcasting via either television or radio and permanent reproduction of the concert via DVD or CD. Dr. Robertson said he would be in favor broadcasting the program for a lasting legacy. Mr. Fisk explained the costs of the various media, including distribution and manufacturing. Del. Lingamfelter proposed contacting C-SPAN to broadcast the concert, and Speaker Howell instructed staff to further explore this option.

Mr. Fisk noted that the symphony's 1812 commemorative concert was essentially a reproduction, costing about \$30,000, while its concert in commemoration of the Emancipation Proclamation cost about \$128,000. The Commission will continue to consider the scope and specifics of the program.

III. Sesquicentennial Tourism Marketing Grant: Award recommendations

Steve Galyean, Virginia Tourism Corporation

Twelve applications were received during the Fall 2013 round of grants funded through the Sesquicentennial Tourism Marketing Program. Seven were recommended for approval, as follows:

1. City of Fairfax Office of Historic Resources

"City of Fairfax Cemetery Civil War Trail Marker"

- Amount of award: \$1,400; Amount of match from recipient: \$1,400
- Funds would be used for the design, fabrication, and installation of a Virginia Civil War Trails marker at the City of Fairfax Cemetery. Funds would also be used for the design and publishing of a self-guided walking tour/map of the cemetery, which will be available in both print and as a downloadable PDF from various websites.

2. Town of Abingdon

Abingdon and Washington County's 2014 American Civil War Commemoration Project

- Amount of award: \$2,448.50; Amount of match from recipient: \$2,448.50
- Funds will be used to install a new Civil War Trails interpretive marker that describes the home front experiences of citizens in Abingdon, and for reprinting and distribution of brochure, "The Washington County, Virginia Home Front During the American Civil War."

3. Shenandoah Valley Battlefields Foundation

Civil War Trails Markers: "War and Peace in the Valley - A Farm at the Crossroads of History"

- Amount of award: \$5,000; Amount of match from recipient: \$5,400
- Project includes 4 Civil War Trails markers to interpret the Huntsberry Farm (a new Civil War site) on the Third Winchester Battlefield. These markers will tell the story not just of the battle, but also of the farm and family that were caught up in the maelstrom - as well as the story of the historic Great Wagon Road and smaller lanes that made the farm a "crossroads of history."

4. Spotsylvania County Economic Development and Tourism

150th Anniversary Wilderness and Spotsylvania Courthouse Reenactment and Living History Weekend

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- Funds will be used (i) to design and air a cable TV commercial for the 150th commemoration; (ii) for the creation and release of an iPhone/iPad tour app of Civil War destinations near Spotsylvania Courthouse; and (iii) for trade show banners.

5. Alleghany Highlands Chamber of Commerce and Tourism

Civil War Trails Markers for Australia Hot Blast Furnace and Lucy Selina Cold Blast Furnace - Suppliers to the Ironmaker of the Confederacy

- Amount of award: \$2,600; Amount of match from recipient: \$2,600
- Civil War Trails interpretive markers will be designed and installed that describe the Australia Hot Blast Furnace and Lucy Selina Cold Blast Furnace - Suppliers to the Ironmaker of the Confederacy.

6. Bed and Breakfasts of Historic Shenandoah Valley (BBHSV)

The BBHSV Social Media Marketing Project

- Amount of award: \$2,510.36; Amount of match from recipient: \$2,510.36
- The grant funds would be used for the Historic Bed and Breakfasts of the Shenandoah Valley to finance their social media marketing project, which will engage internet users and spark consumer interest in historic lodging and attractions in nearby areas.

7. Fauquier County Department of Economic Development, Bull Run Civil War Roundtable, and Fauquier Sesquicentennial Committee

Auburn Battlefield Civil War Trails Marker

- Amount of award: \$1,240; Amount of match from recipient: \$1,360
- Funds would be used to produce and install Civil War Trails signage at Auburn Battlefield, located in Fauquier County.

Five applications were not recommended for approval, based on low scores. Staff will work with those applicants to strengthen future applications.

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

IV. Staff report

Cheryl Jackson, Executive Director

(i) Proposed Budget Extension Language

Ms. Jackson explained language in the introduced budget bill that extends the work of the Commission through July 1, 2016. Funding for the extension year will come from carried-over balances of the Commission. An appropriation is included for FY16 to cover any gap that may occur during the transition from operating on general fund appropriations to carry-over balances. The proposed budget language allows for any remaining Special Fund balance to be transferred to the Virginia Sesquicentennial of the American Civil War Foundation, upon an approved contract between the Foundation and the Commission. The Foundation does not have an expiration date.

(ii) Signature Conference Series: Update on 2014 conference

Ms. Jackson updated members on the 2014 Signature Conference, *The American Civil War in a Global Context*, which will be held at George Mason University on May 31, 2014. Registration for the conference opened December 1; to date, nearly 130 people have registered to attend.

(iii) Approval of logo requests

Three applications for logo usage have been received since the previous meeting, all of which were given provisional authorization and recommended for approval by the Executive Committee:

1. Spotsylvania County (Website, commemorative program for Battles of Wilderness and Spotsylvania Courthouse Sesquicentennial)
2. Virginia Department of Conservation and Recreation (Flier to promote Civil War tourism in Virginia's state parks)
3. Museum of the Confederacy (Press release for 2014 Symposium – "Person of the Year 1864")

Dr. Robertson made a motion to approve the three logo requests as presented. The motion was seconded by Del. Lingamfelter and approved unanimously.

(iv) Annual Report

Ms. Jackson briefly highlighted the 2013 Annual Report, noting particularly the success of the HistoryMobile, which saw nearly 50,000 visitors in 2013, more than any other year. Included with the Annual Report was a review printed in the *Civil War Monitor* of the Commission's 2010 conference book *Race, Slavery and the Civil War: The Tough Stuff of American History*, which is described as conveying "what a full and rich conversation looks like and what open and honest deliberation can be."

Dr. Robertson noted that in his travels across the country, many have indicated admiration for Virginia's sesquicentennial commemoration. Members expressed their pride in the Commission's work.

There being no other business, the meeting was adjourned.