



**VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION
EXECUTIVE COMMITTEE MEETING**

**January 13, 2014, 2:00 PM
Speaker's Conference Room - 6th floor
General Assembly Building**

AGENDA

1. Call to order
Speaker of the House of Delegates William J. Howell, Chairman
2. Sesquicentennial Tourism Marketing Program: Grant award recommendations
Cheryl Jackson and Paul Levensgood
3. Staff updates
Cheryl Jackson
 - Annual report
 - Civil War 150 HistoryMobile: 2015 tour schedule and end-of-tour planning
 - Approval of logo requests
 - 2015 Signature Conference (UVA, April 18)
 - Sesquicentennial Leadership Award for local committees
 - Finale Concert - Memorial Day (May 25)
4. Other business
5. Adjournment

Members of the Executive Committee:

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

Staff:

Division of Legislative Services:
Cheryl Jackson, Executive Director
Gwen Foley, Senior Operations Staff Assistant
John Young, Associate Editor

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 13, 2015
2:00 p.m.

Executive Committee members present: Speaker William J. Howell, Senator Charles J. Colgan, Sr., Dr. James I. Robertson, Jr., Dr. Paul Levensgood, Delegate Mark Keam (by teleconference)

Call to Order

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

Sesquicentennial Tourism Marketing Program: Grant Award Recommendations

Paul Levensgood and Cheryl Jackson

One grant application was received during Round 16 (October 2014), which was recommended by the grant review team for approval and advanced preliminarily:

1. Warren County Sesquicentennial Committee

Front Royal-Warren County Civil War Trail Driving Tour Brochure and Interpretive Marker

- Amount of award: \$3,250; Amount of match from recipient: \$3,250
- Warren County's sesquicentennial committee will develop a new Civil War Trails interpretive marker to interpret the Battle of Guard Hill, along with a comprehensive Civil War Trail Driving Tour brochure.

Four applications were received during Round 17 (December 2014), two of which were recommended for approval, as follows:

2. Winchester-Frederick County Sesquicentennial Committee and Shenandoah Valley Battlefields Foundation

Civil War Trails Markers: "Recalled to Life—History Reclaimed at Third Winchester"

- Amount of award: \$5,000; Amount of match from recipient: \$5,400
- Project includes four Civil War Trails markers for a newly restored area of the Third Winchester Battlefield. The markers will not only describe pivotal, previously uninterpreted events of the battle, but they will also be part of a new trail section that will tie together older trails on the battlefield, providing a more cohesive experience for visitors.

3. Montgomery County Tourism Office and Montgomery County 150th Committee

The Town of Christiansburg During the War, Civil War Trails Marker

- Amount of award: \$1,400; Amount of match from recipient: \$1,400
- Project will place a Civil War Trails marker in downtown Christiansburg to detail the importance of the town during the Civil War and will include Montgomery White Sulphur Springs hospital, the Battle of Seven Mile Tree, and the second-largest disbandment of the Confederate Army in Virginia. (Recommended with suggestion that

more focus be given in the text to the effect of the war on the civilian population, as the marker title “Town in Turmoil” suggests.)

Two other applications were not recommended for approval on the basis of scoring and incomplete or missing information.

Dr. Robertson moved that the three recommended applications be approved. Senator Colgan seconded the motion, which passed unanimously.

Members discussed the timing of the last round of grants and the disposition of remaining balances when the program ends. Since its inception, the grant program has awarded \$247,229, which has been matched by an additional \$337,777 from local partners. Currently, approximately \$52,770 remains in the grant fund balance held by Virginia Tourism Corporation (VTC). Members agreed that (i) Round 18, which opens January 20 and closes March 10, would be the final round in the Sesquicentennial Tourism Marketing Grant program; (ii) any remaining funds would be added to VTC’s Recovered Funds account (grants awarded but not reimbursed fully), to be used for marketing Civil War tourism in Virginia; and (iii) that VTC report on the final disposition and use of the funds by December 1, 2015.

Senator Colgan made a motion that the decisions enumerated in clauses (i), (ii), and (iii) be approved and implemented. Delegate Keam seconded the motion, which passed unanimously.

Staff Report

Cheryl Jackson, Executive Director

1. Annual Report

Staff reviewed the Commission’s annual report to the General Assembly, which contains updated data and a map showing localities in Virginia that sesquicentennial programs have served. Staff will be reaching out to localities that have not yet hosted a sesquicentennial program to encourage coverage of the state.

2. Civil War 150 HistoryMobile: 2015 tour schedule and end-of-tour planning

Since its tour began in July 2011, the HistoryMobile has participated in 163 events across 97 localities and been toured by more than 134,000 visitors, approximately 40% of which are students. In addition to traveling across Virginia, the HistoryMobile has visited Georgia, Tennessee, West Virginia, Maryland, and Pennsylvania and is scheduled to visit North Carolina. Staff received 54 applications for tour stops in 2015, and has scheduled 41 visits, including major 150th anniversary events in Petersburg, Richmond, Sailor's Creek, and Appomattox.

The HistoryMobile tour was originally planned to end in April 2015, but was extended due to popular demand. Tour dates are currently scheduled through November 2015. Members discussed when the HistoryMobile tour should end and agreed that, depending on demand, it should continue until April 2016, leaving time to de-brand and repurpose the vehicles before the Commission's statutory authority expires on July 1, 2016.

Staff presented several options for the HistoryMobile when the tour ends, as follows:

Option A. Repurpose tractor-trailer to another state agency for mobile operations.

1. The Department of State Police is interested in using the tractor-trailer as Mobile Command Post. The agency has resources to convert it for such use and would not require funding from Commission.
2. The Department of Motor Vehicles (DMV) has indicated a preference that HistoryMobile be repurposed to a museum or another state agency. If not, DMV would request funding to convert it to mobile customer service center.
3. Virginia Tourism Corporation (VTC) has expressed interest in re-purposing the HistoryMobile for use as a mobile tourism Welcome Center and retail space for “Virginia is for Lovers” merchandise. VTC would request funding from the Commission to convert the HistoryMobile.
4. Virginia Museum of Fine Arts (VMFA) has indicated that discussion is in the early stages to develop a mobile art museum, but the museum cannot at this time commit to needing the tractor-trailer for such purpose.

In any of the above cases, the Commission would de-brand the tractor-trailer, with useable pieces of the exhibit salvaged and donated to museums upon request (e.g., Loss-Gain portraits, touchscreen monitors, portraits, etc.). The remaining inventory of tour support items (e.g., support truck and trailer, tents, point of sale system, brochure racks, tables, chairs, etc.) would be divided between VTC, DMV, and other agencies or museums upon request, through a process to be determined by the Commission.

Other options for disposition of the HistoryMobile include (B) keeping the exhibit trailer “as is” and donating it to a museum; however, due to budget constraints, no museums have expressed interest in taking over its operation; (C) keeping the tractor-trailer and redesigning the exhibit space for other General Assembly or legislative commission outreach purposes; however, there is not funding or operating authority designated for such purpose; or (D) selling the vehicles and returning the funds to General Fund. Resale value depends on market at the time, but is estimated to be in the range of \$125,000 - \$150,000.

Members discussed each option and agreed that (i) the tractor-trailer should be repurposed to the State Police for use as a Mobile Command Center; (ii) the Commission will de-brand the trailer with remaining salvageable exhibit components to be donated to museums, parks, or agencies upon request, as the Commission may determine; and (iii) support vehicles and tour support components should be repurposed to VTC, DMV, and other museums or agencies, in a manner as the Commission may determine.

Dr. Robertson made a motion that the decisions enumerated in clauses (i), (ii), and (iii) be approved and implemented. Senator Colgan seconded the motion, which passed unanimously.

3. Approval of logo requests

The Commission has received eight applications for logo usage since July 30, seven of which have received provisional authorization. Applications recommended for approval:

1. County of Dinwiddie (Logo will be used on materials for dedication of historical marker for Lt. Gen. Winfield Scott)
2. Museum of the Confederacy (Logo will be used in conjunction with Bottimore Lecture featuring Stephen Barry on the topic “When Mettle Meets Metal: The Hard Realities of Civil War Soldiering”)

3. Petersburg Department of Cultural Affairs, Arts, and Tourism (Logo will be used on press release promoting the HistoryMobile coming to Petersburg in November)
4. York County Civil War Sesquicentennial Committee (Logo will be used on a 50-year time capsule to be placed in the York-Poquoson Courthouse, to be opened in 2060. Time capsule sponsored by UDC)—authorization pending.
5. Virginia State Parks (Logo will be placed on cover of annual parks magazine and full-page ad for 150th anniversary programs happening in Virginia State Parks in 2015)
6. Spotsylvania Tourism (Logo will be used on materials promoting a walking tour app)
7. National Conference of State Legislatures (Logo will be used to promote events in Appomattox in 2015 Calendar of Events printed in NCSL Fall Newsletter)
8. Mecklenburg County sesquicentennial committee (Logo will appear in advertisement for local committee's website in *1865 Magazine*)

Dr. Levensgood moved that all eight logo requests be approved. Senator Colgan seconded the motion, which passed unanimously.

4. 2015 Signature Conference, *Causes Won and Lost: The End of the Civil War*

Planning is well underway for the 2015 Signature Conference, which will be held at the University of Virginia on Saturday, April 18. To date, more than 500 people have registered, coming from across the Commonwealth and 20 other states. General registration has closed, and there are approximately 45 names on the waiting list.

5. Sesquicentennial Leadership Recognition Award for local committees

Sesquicentennial Leadership Recognition Award applications are due February 17. The awards, which recognize excellence by local sesquicentennial committees, will be presented during a reception at the State Capitol on Memorial Day. Staff has held a number of Help Desk sessions and conference calls with local sesquicentennial committee representatives to review the application process.

6. Sesquicentennial Finale Concert—Memorial Day (May 25)

Staff reviewed the initial planning process for the Sesquicentennial Finale Concert as well as budget proposals submitted by the Richmond Symphony (approximately \$71,000) and the Roanoke Symphony (approximately \$28,000). Senator Colgan moved to accept the proposal from the Roanoke Symphony and invite it to perform the Sesquicentennial Finale Concert at the State Capitol on Memorial Day. Delegate Keam seconded the motion, which passed unanimously.

Adjournment and Next Meeting

There being no further business, the meeting was adjourned.