



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

**April 8, 2014, 10:30 AM  
Speaker's Conference Room - 6<sup>th</sup> floor  
General Assembly Building  
[www.VirginiaCivilWar.org](http://www.VirginiaCivilWar.org)**

**AGENDA**

1. Call to order  
*Speaker of the House of Delegates William J. Howell, Chairman*
2. Sesquicentennial Tourism Marketing Program: grant award recommendations  
*Steve Galyean, Virginia Tourism Corporation and Cheryl Jackson*
3. Approval of logo requests  
*Cheryl Jackson*
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 Algie T. Howell, Jr.  
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  
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

April 8, 2014

10:30 a.m.

Executive Committee members present: Speaker William J. Howell, Dr. Paul Levengood, Del. L. Scott Lingamfelter, and Del. Algie T. Howell, Jr. Also in attendance: Dr. Charles F. Bryan, Jr.

### Call to Order

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

### II. Sesquicentennial Tourism Marketing Grant: Award recommendations

*Steve Galyean, Virginia Tourism Corporation*

*Cheryl Jackson, Executive Director*

Eight applications were received during the Winter 2014 round of grants funded through the Sesquicentennial Tourism Marketing Program. Three were recommended for approval by staff, as follows:

#### **Lynch's Landing Foundation (A Virginia Main Street Program) and Lynchburg Sesquicentennial Committee**

*A Walking Tour of Downtown Lynchburg in the Civil War*

- Amount of award: \$4,800; Amount of match from recipient: \$4,800
- The walking Tour of Downtown Lynchburg in the Civil War introduces visitors to the historic locations and people of Lynchburg's war hospitals, business district, and James River front via a printed brochure and website.

#### **Abingdon Convention and Visitors Bureau and Washington County Sesquicentennial Committee**

*Civil War HistoryMobile and 'An American Turning Point' Exhibition Promotion*

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- The Washington County Civil War Sesquicentennial Committee, William King Museum, and the Abingdon Convention and Visitors Bureau are preparing an advertising initiative and marketing campaign for the Civil War 150 HistoryMobile and traveling museum exhibition, "An American Turning Point: The Civil War in Virginia."

#### **Hanover Tavern Foundation and Hanover Sesquicentennial Committee**

*North Anna Battlefield Park Civil War Trails Marker*

- Amount of award: \$1,600; Amount of match from recipient: \$1,600
- Grant funds will be used to produce, install, and market a Civil War Trails marker at the North Anna Battlefield Park in Hanover County, Virginia.

Dr. Levengood moved the approval of the three recommended applications. Delegate Howell seconded the motion, which was approved unanimously.

A fourth application (below) was considered separately, as it had no recommendation from staff, due to a question of eligibility. Staff explained that the application is for a comprehensive marketing campaign that promotes a weekend of activities, including lectures, exhibits, living history, and a battle reenactment. Grant eligibility guidelines exclude the funding of battle reenactments, but are unclear on the marketing of a reenactment as a wider range of programs. Members discussed the issue and directed staff to revise guidelines to specify that future grant funds are not to be used in the marketing of reenactments. After discussion, Delegate Howell moved the approval of the application. Dr. Levengood seconded the motion, which was passed unanimously.

### **Belle Grove, Inc. and Winchester/Frederick County Sesquicentennial Committee**

*Eye of the Storm: 150th Anniversary Commemoration of the Battle of Cedar Creek*

- Amount of award: \$4,924; Amount of match from recipient: \$5,549.75
- The proposed project requests funds for local partners to advertise in local, regional, and national publications to promote commemoration events associated with the 150th anniversary of the Battle of Cedar Creek, and to participate in a trade show that will help market the events.

Four applications were not recommended for approval, based on scoring. Staff will work with those applicants to strengthen future applications.

### **III. Approval of logo requests**

Ms. Jackson noted that the Commission has received four applications for logo usage since the previous meeting, all of which were given provisional authorization and recommended for approval by the Executive Committee:

1. Jamestown Settlement (Poster and program for “Military Through the Ages”)
2. Alleghany Highlands Chamber of Commerce and Tourism (Post card and e-mail invitations to the unveiling of a Civil War Trails Marker and hosting of the HistoryMobile)
3. Petersburg Area Regional Tourism (Visitors Guide for general regional tourism)
4. Mathews County Sesquicentennial Committee (Poster for opening ceremony for Confederate Fort Nonsense)

Delegate Howell made a motion to approve the logo requests as presented. The motion was seconded by Delegate Lingamfelter and approved unanimously.

### **IV. Other Business**

Ms. Jackson noted that one of the air conditioning units in the HistoryMobile needs to be replaced and requested authorization to upgrade the support trailer to better provide for storing high-tech equipment and merchandising. The Executive Committee authorized staff to move forward on both counts.

### **V. Adjournment**

There being no other business, the meeting was adjourned.