



VIRGINIA SESQUICENTENNIAL OF THE  
AMERICAN CIVIL WAR COMMISSION  
**EXECUTIVE COMMITTEE MEETING**  
May 11, 2015, 10:30 AM  
Speaker's Conference Room - 6<sup>th</sup> floor  
General Assembly Building

**AGENDA**

1. Call to order  
*Speaker of the House of Delegates William J. Howell, Chairman*
2. Update on economic impact study (due August 1)  
*Chmura and Associates*
3. Sesquicentennial Tourism Marketing Program: Grant award recommendations
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 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  
May 11, 2015  
10:30 a.m.**

Executive Committee members present: Speaker William J. Howell, Dr. Paul Levenson, Delegate L. Scott Lingamfelter.

Also present: Delegate Michael Futrell, member of the Commission; Algie T. Howell, Jr., member of the Foundation Board of Trustees.

**Call to Order**

Speaker Howell called the meeting to order and noted lack of a quorum.

**Update on economic impact study**

*Cheryl Jackson*

Chmura and Associates is preparing an economic impact study of the Civil War sesquicentennial in Virginia. Staff has sent to Chmura data on more than 1,500 programs held throughout Virginia, including all Commission programs and data from 37 local partners. The economic impact report is due August 1.

**Sesquicentennial Tourism Marketing Program: Grant award recommendations**

*Cheryl Jackson*

Five grant applications were received during Round 18 (April 2015). Two were recommended by the grant review team for approval and advanced preliminarily:

**1. Shenandoah Valley Battlefields Foundation**

*Civil War Trails Markers: "Canyon to Chaos: Third Winchester and the Berryville Pike"*

- Amount of award, \$5,000; amount of match from recipient, \$8,000
- Grant funds will be used to create and install five markers that will interpret previously uninterpreted parts of the Third Battle of Winchester along or near the historic Berryville Turnpike, including military, civilian, and African American perspectives and featuring accounts of espionage, battle, caring for the wounded, and postwar conciliation.

**2. Hanover Tavern Foundation**

*North Anna Battlefield brochure*

- Amount of award, \$1,412.50; amount of match from recipient, \$1,412.50
- Grant funds will be used to print 25,000 North Anna Battlefield brochures.

Three Round 18 grant applications were not recommended for approval on the basis of scoring and failure to meet all requirements, missing application components, or questions of eligibility and use of funds.

The sense of the Executive Committee members present was to move forward on the two recommended applications. Staff noted that approximately \$46,358 remains in the grant funds balance, which will be used by the Virginia Tourism Corporation (VTC) for

marketing Civil War tourism in Virginia. The VTC will report back on the disposition of the funds by December 1, 2015.

### **Logo requests**

*Cheryl Jackson*

The Commission has received five applications for logo usage since January 13, 2015. All have received provisional authorization:

1. **Waynesboro at War** (Logo will be used on materials and website promoting HistoryMobile presence at Waynesboro at War weekend)
2. **Waynesboro at War** (Logo will be used on materials and website promoting CivilWar dance social during Waynesboro at War weekend)
3. **Montgomery County Sesquicentennial Committee** (Logo will be used on materials and in social media promoting Flag Day celebration and final visit of HistoryMobile)
4. **Montgomery County Sesquicentennial Committee** (Logo will be used on materials and in social media promoting Jubilee Barn Dance to wrap up sesquicentennial events in the New River Valley on June 19, 2015)
5. **Virginia Chamber Orchestra** (Logo will be used on website and on a flier promoting concert by Virginia Chamber Orchestra, "Music in the Life of President Lincoln")

The sense of the Executive Committee members present was to move forward on the provisionally authorized logo requests.

### **Other business**

Members discussed publication of a book based on images collected through the Legacy Project and agreed that the images should be interpreted and preserved in a permanent medium, which print provides over online access only. Dr. Robertson has agreed to select images and write the book. The Library of Virginia will provide the images and secure consent for publication from donors, and Commission staff will manage the project and publish the book. Ms. Jackson recommended a budget of \$25,000 for the project, which includes a \$5,000 grant to the Library of Virginia to hire a person to "clean" the images and prepare them for publication. The Library of Virginia will sell the book through its bookstore and requests that profits be retained by the Library. Members agreed to proceed with the publication of the book as outlined above.

Dr. Levengood called attention to a recent newsletter from the National Endowment for the Humanities that listed public programs across the nation. He said it was gratifying to note how many of the programs were sponsored by the Virginia Sesquicentennial of the American Civil War Commission. Members were reminded that the Commission received a Chairman's Special Grant from the National Endowment for the Humanities in 2008 in the amount of \$950,000 to fund the "American Turning Point" exhibition and Civil War 150 HistoryMobile.

Dr. Levengood also noted that Cheryl Jackson recently received the Governor's 2015 Tourism Impact Award from Richmond Region Tourism.

### **Adjournment**

There being no further business, the meeting was adjourned.