



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

**August 5, 2014, 10:00 AM
Speaker's Conference Room - 6th floor
General Assembly Building
www.VirginiaCivilWar.org**

AGENDA

1. Call to order; Welcome to new member – Delegate Mark Keam
Speaker of the House of Delegates William J. Howell, Chairman
2. Sesquicentennial Tourism Marketing Program: Grant award recommendations
Cheryl Jackson and Angela Wiggins, Virginia Tourism Corporation
3. Discussion of final reporting and economic impact analysis of the sesquicentennial
Xiaobing Shuai, Chmura Economics and Analytics
4. Staff report
Cheryl Jackson
 - Program updates
 - Sesquicentennial Leadership Recognition Awards and Finale Concert
 - Fiscal update
 - 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. Levenson
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

August 5, 2014

10:00 a.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 Delegate Mark Keam, who was recently appointed to the Executive Committee to fill the vacancy caused by the resignation of Delegate Algie T. Howell, Jr.

Sesquicentennial Tourism Marketing Grant: Award Recommendations

Angela Wiggins, Virginia Tourism Corporation

Cheryl Jackson, Executive Director

Five applications were received during the Spring 2014 round of grants funded through the Sesquicentennial Tourism Marketing program. Two were recommended by the grant review team for approval, as follows:

1. Alleghany Highlands Chamber of Commerce and Tourism

Salem Raid – ‘Narrow Escape at Island Ford Bridge’ – Civil War Trails historical marker and Civil War signage for Visitor Center

- Amount of award: \$1,700; Amount of match from recipient: \$1,700
- Funds will be used to create signage, including a Civil War Trails historical marker describing the escape of 2,500 Union raiders at Island Ford Bridge and an interior display at the Alleghany Highlands Chamber of Commerce and Tourism that will highlight the events of the Civil War in the area.

2. Dinwiddie County Sesquicentennial Committee

Marketing Dinwiddie’s Commemoration of the Civil War Sesquicentennial

- Amount of award: \$3,069.50; Amount of match from recipient: \$3,069.50
- Grant funding will be used to support advertising and marketing of activities and events related to Dinwiddie County’s commemoration of the Civil War sesquicentennial, specifically to the 2014 Speakers Series.

Dr. Levensgood moved that the two recommended applications be approved. Dr. Robertson seconded the motion, which was unanimously approved.

A third application (below) was considered separately, as it had no recommendation from the review committee due to a question of eligibility. Battle reenactments are ineligible for grant funding, and members were unclear how the battle demonstration in the Franklin County application differed from a reenactment. Dr. Robertson moved that the application not be approved. Dr. Levensgood seconded the motion, which was unanimously approved.

3. Franklin County Sesquicentennial Committee

Franklin County Civil War Days

- Amount of award: \$2,500; Amount of match from recipient: \$2,500
- Grant funds will be used in the creation of marketing materials and advertisements to highlight the commemoration of the Civil War Sesquicentennial in Franklin County, including related attractions and the Franklin County Civil War Days event, in an effort to increase heritage related tourism locally and throughout the state.

Two other applications were not recommended for approval on the basis of eligibility and scoring. Staff from the Virginia Tourism Corporation will work with those applicants to strengthen future proposals.

Final Reporting and Economic Impact Analysis of the Sesquicentennial

Xiaobing Shuai, Chmura Economics and Analytics

Xiaobing Shuai, Senior Economist, presented a proposal from Chmura Economics and Analytics for an economic and fiscal impact analysis of the Civil War sesquicentennial in Virginia. Chmura conducted similar studies for the Jamestown 2007 commemoration and the Virginia Tourism Corporation. The study will aim to capture all commemoration activities in the state, including those organized by the Commission and by local committees. Data from local community events and programs will be collected through the Sesquicentennial Leadership Recognition award application. Chmura will conduct intercept surveys at upcoming events to estimate visitor spending and will provide an estimate of tax revenue generated by sesquicentennial programs.

After discussion, the Executive Committee agreed to move forward with the economic and fiscal impact study. Dr. Robertson moved that the proposal from Chmura be accepted. Dr. Levengood seconded the motion, which was unanimously approved.

Staff Report

Cheryl Jackson, Executive Director

1. Civil War 150 HistoryMobile

The HistoryMobile has visited 149 events across 94 localities in Virginia, Maryland, West Virginia, Pennsylvania, and Georgia. Nearly 125,000 people have visited (over 45,000 of whom are students), from all 50 states and 27 other countries. Applications for tour stops in 2015 are due September 5. Feedback for the HistoryMobile continues to be overwhelmingly positive.

2. 2014 Signature Conference, *The American Civil War in a Global Context*

The 2014 Signature Conference was held at George Mason University on May 31. There were approximately 400 attendees from 11 states. Feedback from presenters and attendees was good, although some noted that several presenters read directly from papers. The DVD recording of the program was released in mid-July and a book from the conference papers and presentations will be published in early 2015.

3. Exhibit: *An American Turning Point*

The Virginia Historical Society reported that the gallery exhibition, *An American Turning Point: The Civil War in Virginia*, has been viewed by 122,147 visitors in eight venues since opening in February 2011. The full exhibition is currently at the William King Museum in Abingdon, where it will be

displayed until February 2015 before traveling to its final location in Appomattox. The panel exhibit has traveled to more than 35 venues, with an estimated audience of nearly 22,000.

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

Planning is underway for the final Signature Conference, which will be held April 18, 2015, at the University of Virginia. Registration opens November 1, 2014, and is expected to fill quickly.

5. Sesquicentennial Finale Concert and Sesquicentennial Leadership Recognition Award

The Sesquicentennial Finale Concert with the Richmond Symphony will be held on May 25, 2015 (Memorial Day) at the Carpenter Theatre. A program for recipients of the Sesquicentennial Leadership Recognition Award is scheduled to take place prior to the concert.

Members reviewed the budget proposed by the Richmond Symphony and directed staff to proceed with statewide broadcast of the program through PBS affiliates in Virginia, as well as recording the concert for release on DVD. Members directed staff to continue refining the budget and planning the program, noting, however, that the contract with the Richmond Symphony should not include revenue-sharing with the RSO if the Commission offers the DVD for sale.

6. Fiscal Update

Ms. Jackson noted that \$3,349,781 of unexpended Commission balances were reverted to the General Fund in FY14. In FY15, \$1 million of the remaining unexpended balance was transferred to the World War II 75th Anniversary Commemoration Commission (2014 Spec. Sess. I Acts, c. 2). Mr. Hickman noted that the 2014-16 Appropriation Act extends the Sesquicentennial Commission to July 1, 2016.

7. Logo Requests

The Commission has received nine applications for logo usage since the previous meeting, eight of which were given provisional authorization and recommended for approval by the Executive Committee. One application from Brunswick was not recommended for approval on the basis of the use of terminology that is inconsistent with that used by the Commission. Applications recommended for approval:

1. Warren Heritage Society (Flyer for "1864: The Year of the Burning" museum exhibit)
2. Warren Heritage Society (Flyer promoting 152nd anniversary of the Battle of Front Royal lecture and battlefield tour)
3. Warren Heritage Society (Flyer promoting 152nd anniversary of the First Battle of Winchester lecture and battlefield tour)
4. Mecklenburg Sesquicentennial Committee (Website promoting the Civil War walking tour of Mecklenburg)
5. Bed & Breakfasts of the Historic Shenandoah Valley (Website promoting Civil War tourism in the area)
6. Abingdon Convention and Visitor's Bureau (Materials promoting the installation of *An American Turning Point* at the William King Museum and a visit by the Civil War 150 HistoryMobile)
7. Belle Grove Plantation (Print ad promoting the sesquicentennial of the Battle of Cedar Creek)
8. The American Civil War Museum (Link to Commission website from the new American Civil War Museum website)

Dr. Levengood moved that the recommended logo requests be approved. Senator Colgan seconded the motion, which was unanimously approved.

Adjournment and Next Meeting

There being no further business, the meeting was adjourned. The next meeting of the Executive Committee will be held on October 15 at 3:00 p.m.