

**VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION**  
**Report of the Executive Committee**

Speaker of the House of Delegates William J. Howell, Chairman

October 12, 2010

10:00 a.m.

Executive Committee members present: Speaker William J. Howell, Senator Charles J. Colgan, Sr., Delegate Algie T. Howell, Jr., Dr. Paul A. Levengood, and Dr. James I. Robertson, Jr. (by teleconference). Delegate T. Scott Garrett attended the meeting at the request of Speaker Howell.

**I. Call to Order**

Speaker Howell called the meeting to order and welcomed those in attendance. He introduced Delegate T. Scott Garrett, who was appointed for purposes of this meeting.

**II. Update on Civil War 150 HistoryMobile**

*Rick Holcomb, Commissioner, Department of Motor Vehicles*

*Ashley Hall, Senior Policy Analyst, Department of Motor Vehicles*

*Cheryl Jackson, Executive Director*

*Roy Knox, Vice President of Administration and Finance, Virginia Tourism Corporation*

**Update on Status of Tractor and Trailer**

Commissioner Holcomb reported that discussions regarding donation of a tractor and trailer for the HistoryMobile continue to progress favorably. The Foundation is working with a Core Leadership Team that includes representatives from the Wilson Trucking Company, the Virginia Trucking Association, and the American Trucking Association to secure partnerships for the HistoryMobile. Commissioner Holcomb will continue to work with the partners and report back to the Executive Committee or the Foundation.

**Design/Build RFP Status**

Ms. Jackson reported that the Commission received outstanding offers in response to its Request for Proposals to secure a design / build contractor for the HistoryMobile. It is hoped that a contract with a contractor will be in place by the end of October.

**Review of Memorandum of Understanding and Budget Estimates**

Ms. Jackson briefly outlined a draft Memorandum of Understanding (MOU) between the Commission, Department of Motor Vehicles and the Virginia Tourism Corporation regarding staffing and operation of the HistoryMobile. Each entity will have distinct roles with DMV being primarily responsible for getting the HistoryMobile to each venue by hiring drivers, and coordinating all routing, mapping and permitting. VTC will be responsible for hiring a Program Manager and up to two support staff to work with

localities and serve as on-site ambassadors to ensure the successful deployment of the HistoryMobile at each venue. Ms. Jackson reviewed estimated budget proposals from DMV and VTC. The Commission will be billed for actual expenses incurred pursuant to the MOU and in accordance with proposed budget, reimbursing the billing agency quarterly.

Ms. Hall outlined DMV's plan for providing drivers and logistics support for the HistoryMobile. DMV estimates two and a half positions will be required for this project to include one full-time driver, one part-time driver to back-up the full-time driver when necessary, and one Logistics Coordinator to handle all applicable licensing and permitting of the HistoryMobile as well as work with the Virginia Tourism Corporation's representative in mapping out a travel schedule.

Mr. Knox provided an overview of VTC's responsibilities, including a plan for utilizing exterior tents at each site to generate revenue and offset a significant portion of the yearly operating expenses. Committee members inquired as to the look of the proposed tents and what types of exhibits would be allowed to occupy the tents. Mr. Knox and Ms. Jackson explained that the information in the tents would be analogous to that provided at a Virginia Welcome Center and primarily be used to advertise the local area via tourism agencies or museums. The Commission would also have its own tent to promote its projects and sell its merchandise.

The Executive Committee agreed to move forward with the proposed plan for staffing and operation of the HistoryMobile, pending review of the MOU and signature by all parties.

### **III. Report of the Advisory Council - *Sandy Treadway, Librarian of Virginia***

Dr. Treadway provided committee members with a summary of the recent Advisory Council meeting hosted by the Library of Virginia. Dr. Treadway reported that Ms. Jackson's remarks to the Advisory Council were particularly well-received as she connected the projects the Commission is pursuing to the ideas first formulated by the Advisory Council three years ago. The meeting included a walkthrough of the Commission sponsored museum exhibition *An American Turning Point* presented by Virginia Historical Society staff. Also included was a summary of *The Legacy Project*, the signature document digitization effort sponsored by the Commission and presented by two archivists with the Library of Virginia. Dr. Treadway reported that the best part of the meeting occurred when council members divided into groups to provide feedback on the Commission's projects. The comments were positive and indicated satisfaction that all perspectives have a place in the Commission's plans for the commemoration.

### **IV. Staff Update - *Cheryl Jackson, Executive Director***

**Signature Conference Series: Norfolk State University and Virginia Tech (May 21, 2011)**

Ms. Jackson reported that the 2010 Signature Conference, *Race, Slavery and the Civil War: The Tough Stuff of American History and Memory* was held at Norfolk State University on September 24, 2010 and by all accounts was a resounding success. Ms. Jackson presented some of the outstanding feedback the Commission has received via e-mail to the members. The conference boasted over 1,500 attendees from 23 different states and 3 different countries and received excellent press coverage from most every major new outlet in the Commonwealth. Additionally, C-SPAN and History Channel filmed parts of the conference to air at a later date. Dr. Levenson commented that he was unable to attend the conference in person but was able to view the webcast and was pleased with the quality of the program.

The Commission's first annual Award of Excellence was presented at the 2010 Signature Conference to John Hennessy, in recognition of, and appreciation for, writing the exhibit and overseeing production of the Civil War 150 HistoryMobile.

Planning is well underway for the 2011 Signature Conference at Virginia Tech, *Military Strategy in the American Civil War* to be chaired by James I. Robertson, Jr., and held on May 21, 2011. The Commission will be charging a nominal admission fee to help offset the costs of the conference. Registration is expected to open in early November. Capacity for the venue, Cassell Coliseum, is 11,000; however, attendance will be capped at more manageable number.

Delegate Garrett asked whether the Commission is taking full advantage of social media outlets to promote the conference series. Ms. Jackson indicated that an intern has been coordinating social media communications, including managing questions and answers through Facebook and Twitter in real time during the 2010 conference. The Commission regularly updates information on Facebook, Twitter and on its website. Delegate Garrett also asked if the registration fee would be waived for Virginia Tech students who attend the conference. Ms. Jackson indicated that logistics of waiving the registration fee for students are being considered.

### **Logo Usage Requests**

In accordance with the procedure established by the Executive Committee, Ms. Jackson presented a list of applications to affix the Commission's logo that have been pre-approved by staff. The list includes the following:

1. Fairfax Genealogical Society (Website)
2. Mathews County Sesquicentennial Committee (Brochure)
3. York County Historical Museum (Letterhead)
4. Brunswick County Sesquicentennial Committee (Program and flyer)

Ms. Jackson also mentioned that the Occoquan Historical Society, Inc. requested use of the logo on a commemorative plate featuring a photograph of a Civil War reenactment to

be sold by the society, but as the Logo Use Policy prohibits use in commercial enterprises, the request was not approved.

Delegate Algie Howell moved that staff recommendations for approval of logo applications be given final approval by the Executive Committee. The motion was seconded by Dr. Levengood and passed unanimously.

## **V. Other Business**

Speaker Howell recognized Waite Rawls, President and CEO of the Museum of the Confederacy, who updated committee members on the groundbreaking ceremony recently held for the new Museum of the Confederacy in Appomattox, as well as a program planned for April 23, 2011 to commemorate the 150<sup>th</sup> anniversary of Robert E. Lee's acceptance of command of the Virginia forces. Gary Gallagher has agreed to be the keynote speaker at the event.

Speaker Howell then recognized a member of the Arlington County Local Sesquicentennial Committee who updated committee members on planned activities of the Arlington committee.

## **VI. Adjournment**

There being no further business, the meeting was adjourned.