



VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION
HB 1440 (2006)

EXECUTIVE COMMITTEE MEETING

June 18, 2007, 1:00 p.m.
Speaker's Conference Room - 6th floor
General Assembly Building
www.virginiacivilwar.org

AGENDA

1. Call to Order
2. Opening Remarks of Chairman
3. Review of 2007 Appropriation to the Commission
Dick Hickman, Senate Finance Committee
4. Options for Programmatic Funding
 - Virginia Historical Society: *Dr. Charles Bryan, Jr., President and CEO*
 - Traveling exhibition for museums
 - HistoryMobile experience
 - American Civil War Center at Tredegar: *Alex Wise, President and CEO*
 - Experiential film
 - Orientation exhibit
 - Educational programming and modified film for DVD distribution
 - Digital history program/Digital sesquicentennial concept
 - Other proposals
5. Staff Update
Cheryl Jackson
 - Development Officer hiring process
 - Discussion of fundraising goals
 - Workgroup composition and tentative meeting schedule
6. Other business
7. Directions to staff
8. Adjournment

Members of the Executive Committee:

The Honorable John H. Chichester, Chair
The Honorable William J. Howell, Vice Chair
The Honorable Albert C. Eisenberg
The Honorable Algie T. Howell, Jr.

Dr. James I. Robertson, Jr.
Dr. Charles F. Bryan, Jr.

Staff:

Division of Legislative Services:

Cheryl Jackson, Manager, Information Services
Hudaidah Bhimdi, Research Assistant
Brenda Edwards, Senior Research Associate
Gwen Foley, Senior Operations Staff Assistant
E. M. Miller, Jr., Director

House Committee Operations:

Scott Maddrea, Deputy Clerk

House Appropriations Committee:

Michael Jay, Legislative Fiscal Analyst

Senate Finance Committee:

Dick Hickman, Deputy Director

Liaisons to the Commission:

Ric Brown, Director, Department of Planning and Budget
Jerry Edwards, Associate Director, Department of Planning and Budget
Dr. Sandy Treadway, Librarian of Virginia



Suggested Guidelines and Funding Options for the Virginia Sesquicentennial of the American Civil War Commission

June 18, 2007

1. Guidelines for allocating funds for the Civil War Sesquicentennial Commission

Priority will be given to:

- Projects that benefit all Virginians, particularly those that have statewide impact.
- Projects that have educational merit and help promote a better understanding of Virginia and the Civil War. Projects that help fulfill SOL requirements are encouraged.
- Projects that will help draw tourists to Virginia to visit Civil War-related sites.
- Projects that clearly demonstrate effective and efficient expenditure of state funds and that may have lasting impact beyond the sesquicentennial.
- Projects that tell all aspects of Virginia's participation in the Civil War.

2. Options for project funding

Current options:

- a) **Traveling exhibition:** A major statewide traveling exhibition, rich in artifacts, documents, and including high tech components, that would open at the Virginia Historical Society (VHS) in Richmond in 2011 and then go during the next three years to Roanoke, Abington, Norfolk, Fredericksburg, Lynchburg, and Winchester.

Total funding: \$3.9 million

FY08: \$50,000 - Planning grant. Deliverables to be specified by November 2007

- b) **HistoryMobile experience:** Sponsored by the VHS and the Library of Virginia (LOV), develop a traveling Civil War 150 tractor trailer exhibition, featuring a few key artifacts and documents, plus high tech maps and displays. This concept is based on a highly successful program for the statehood bicentennial in Tennessee in 1996, and is currently being done in Kentucky. The tractor trailer would go to every Virginia county seat and then possibly out-of-state, the latter to promote Virginia Civil War 150 tourism.

Total funding: Currently assessing

FY08: \$50,000 - Planning grant. Deliverables to be specified by November 2007

- c) **American Civil War Center proposal:** Funding for (i) an experiential theater film, (ii) exhibit space to highlight Civil War institutions throughout Virginia, (iii) educational programming (including a trailer of the film on DVD that might be also be used in kiosks), and (iv) a digital history project.

Total funding: \$2.5 million

FY08: \$157,500 - Planning grants for items (i) - (iii). Deliverables to be specified by Nov. 2007

- d) **Website development:** Establish and maintain a Civil War 150 website that utilizes the latest in technology, including interactive timelines, maps, calendars and travel logistics. The Division of Legislative Services will contract with a Web Developer/Programmer to provide ongoing services to the Commission.

FY08: \$100,000

Future funding options:

- e) **Welcome Center kiosks:** Install special Civil War 150 units and high tech displays in the 10 Virginia Welcome centers entering the state, along with a another half dozen comfort stops or designated museums and historic sites. Ensures that Civil War 150 is promoted at every major entrance into Virginia and strategic locations within.

Total funding: To be determined

- f) **Document preservation initiative:** Coordinated by VHS and LOV, a major initiative would be launched to collect, catalog, preserve, and/or digitally scan Civil War documents and artifacts. The project would encourage the public to retrieve rare items from basements and closets to "safe haven" in designated museums, archives, and historical societies. Could be promoted with tractor trailer Civil War 150 "road show."

Total funding: To be determined

- g) **Grants to localities and institutions:** Establish a fund to award competitive grants to museums, historic sites, local historical societies, and nonprofit organizations to participate in the 150th commemoration of the Civil War, using themes established by the Commission. Examples of programs include: teacher workshops, in-school activities, conferences, exhibits, Speaker's bureaus, etc.

Total funding: To be determined

- h) **Signature events and activities:** Events and activities that will be sponsored by the Commission, which may include a conference series, books and publications, tours, etc.

Total funding: To be determined

- i) **Education:** Funding to the Department of Education as needed to involve students in Civil War 150 education initiatives and activities. Examples include: teacher training, publications, enhanced teacher resources, active learning opportunities, etc.

Total funding: To be determined

- j) **Marketing:** Funding to the Virginia Tourism Corporation to market Civil War 150 activities and events. Marketing plan will include traditional advertising (i.e., print and broadcast) as well as incorporating the latest trends in electronic marketing.

Total funding: Currently assessing