



## VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION

September 9, 2008, 1:00 p.m.  
General Assembly Building  
Speaker's Conference Room, 6th floor  
Richmond  
[www.VirginiaCivilWar.org](http://www.VirginiaCivilWar.org)

### PROPOSED AGENDA

1. Call to Order; Opening Remarks  
*Speaker of the House of Delegates William J. Howell, Chairman*
2. Civil War 150 HistoryMobile: Consultant Recommendations and Proposed Budget  
*Lisa Schultz, Managing Director, Out of Bounds LLC*
3. Report of the Advisory Council  
*Dr. Sandra G. Treadway, Librarian of Virginia  
Advisory Council Liaison to the Commission*
4. Update on Current Activities:
  - DVD Production: "*Virginia in the Civil War: A Sesquicentennial Remembrance*" -  
*Dr. Robertson*
  - Museum Exhibition: "*America's Great Turning Point: The Civil War in Virginia*" -  
*Jim Kelly, Director of Museums, Virginia Historical Society*
  - Strategic Marketing Plan - *Richard Lewis*
  - Sesquicentennial Legacy Project: Document Identification, Digitization and Access -  
*Conley Edwards, State Archivist, Library of Virginia*
  - Development Report - *Danielle Watkins*
  - Staff Report - *Cheryl Jackson*
    - License plate sales
    - Local sesquicentennial committees
    - "*America on the Eve of the Civil War*": Inaugural conference (April 29, 2009)
    - Harper's Ferry kickoff event (June 25, 2009)
    - Authorization for Foundation to use Commission's logo
    - Proposed Signature Conference schedule, Commission meetings, themes
5. Other Business
6. Adjournment

- OVER -

**Commission Members:**

The Honorable William J. Howell, *Chairman*

The Honorable Charles J. Colgan, Sr., *Vice Chairman*

The Honorable Albert C. Eisenberg

The Honorable Algie T. Howell, Jr.

The Honorable Johnny S. Joannou

The Honorable R. Steven Landes

The Honorable L. Scott Lingamfelter

The Honorable Thomas C. Wright, Jr.

The Honorable R. Creigh Deeds

The Honorable John S. Edwards

The Honorable Janet D. Howell

The Honorable Mamie E. Locke

John P. Ackerly, III

Dr. Charles F. Bryan, Jr.

Dr. James I. Robertson, Jr.

**Liaisons to the Commission:**

Dan Timberlake, Director, Department of Planning and Budget

Jerry Edwards, Associate Director, Department of Planning and Budget

Richard Lewis, National Public Relations Manager, Virginia Tourism Corporation

Brian Shepard, Policy Director, Office of the Governor

Dr. Sandy Treadway, Librarian of Virginia

**Staff:***Division of Legislative Services:*

Cheryl Jackson, Executive Director

Tomi Dechant, Executive Assistant

Brenda Edwards, Senior Research Associate

Gwen Foley, Senior Operations Staff Assistant

E. M. Miller, Jr., Division of Legislative Services Director

Danielle Watkins, Development Officer

*House Committee Operations:*

Scott Maddrea, Deputy Clerk

*House Appropriations Committee:*

Michael Jay, Legislative Fiscal Analyst

*Senate Finance Committee:*

Dick Hickman, Deputy Director

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

Speaker of the House William J. Howell, Chairman

September 9, 2008

**Opening Remarks-Speaker Howell**

Commission members present: Speaker William J. Howell, Senator Charles J. Colgan Sr., Senator R. Creigh Deeds, Senator John S. Edwards, Delegate Albert C. Eisenberg, Delegate Algie T. Howell, Jr., Delegate Johnny Joannou, Delegate R. Steven Landes, Delegate L. Scott Lingamfelter, Senator Mamie Locke, Delegate Thomas C. Wright, Jr., John P. Ackerly III, and Dr. James I. Robertson, Jr.

Speaker Howell welcomed everyone in attendance at the meeting and provided background information on the most recent Advisory Council meeting and the progress with Out of Bounds, LLC, the consultant for the HistoryMobile.

**Civil War 150 HistoryMobile- Lisa Schultz**

Lisa Schultz, Managing Director of Out of Bounds LLC, reported her recommendations and proposed budget for the HistoryMobile. The exhibit would be housed within a tractor/trailer, would be interactive and would educate attendees about the American Civil War, its influence on history and the people involved with the war. The exhibit would be taken to schools and other public venues as well as high-traffic events (fairs, sporting events, conventions, etc.), and would provide the foundation for a public relations campaign. Currently, the Virginia Historical Society is creating a museum exhibit that will be unveiled in 2011 and will include a number of elements that can be utilized in the proposed mobile exhibit.

Ms. Schultz provided projected costs associated with operating tours of varying lengths. The costs did not include design and fabrication expenses. She recommended using a single expandable trailer over a double expandable trailer due to challenges that she has encountered with other mobile museums. Delegate Lingamfelter expressed concerns about ensuring that there is sufficient space for the mobile exhibit without size limitations. The Commission also noted the importance of balancing where the HistoryMobile travels in order to reach the maximum number of people in as many localities as possible.

Speaker Howell suggested creating an ad-hoc subcommittee for members to express input on the content of the mobile exhibit.

A motion put forth by Delegate Johnny Joannou and seconded by Dr. Robertson, extended the Commission's working relationship with Out of Bounds, LLC until January 2009 with a comparable rate as the previous agreement. In January 2009, Lisa Schultz will report back to the Commission.

## **Report of the Advisory Council- Dr. Sandra G. Treadway**

The Advisory Council met on June 24, 2008, to receive an update on the Commission and to discuss several questions posed by the Commission. Dr. Treadway said the Advisory Council felt the Commission members were on the right track, commended them on their efforts, and offered additional suggestions to the Commission in the report.

## **Update on Current Activities**

DVD Production- Dr. Robertson informed the Commission that filming is on schedule and a preview will be shown at the next Commission meeting. The production features the Salem High School band in the opening of the DVD. Speaker Howell requested that Dr. Robertson provide an outline of the DVD to Cheryl Jackson.

Museum Exhibition- Jim Kelly briefed the Commission on the progress of the Museum Exhibition. The exhibit will feature many interactive components and focus on several key areas of the Civil War relating to the Commission's goals. Many of the components developed for the exhibit can also be tailored for use in the HistoryMobile.

Strategic Marketing Plan- Richard Lewis outlined the strategic marketing plan for the sesquicentennial, which focuses on a universal message and promotes tourism to Virginia. Mr. Lewis continues to stay in contact with multiple media outlets to keep the plans on the Commission on their radar.

Development Report- Danielle Watkins updated the Commission on pending grant proposals, recent awards, and the deadlines of upcoming applications.

Staff report- Cheryl Jackson updated the Commission on the recent activity of the staff. Ms. Jackson and E.M. Miller, Jr. will be traveling to Washington D.C. to meet with the members of the Virginia Congressional Delegation and inform them of the progress by the Commission. The Commission members will also be working with the Virginia Sesquicentennial of the American Civil War Foundation and a motion was made by Dr. Robertson to allow the Foundation to use the Commission's logo. The motion was seconded by Delegate Howell and unanimously approved.