



VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION

EXECUTIVE COMMITTEE MEETING

April 6, 2009, 10:30 a.m.
Speaker's Conference Room - 6th floor
General Assembly Building
www.VirginiaCivilWar.org

AGENDA

1. Call to Order
Speaker of the House of Delegates William J. Howell, Chairman
2. Strategic Partnership with United States Army War College and United States Army Heritage and Education Center (AHEC)
Delegate L. Scott Lingamfelter
3. Signature Conferences
 - Update on "America on the Eve of the Civil War" (Wednesday, April 29)
Cheryl Jackson
 - Plans for 2010 Signature Conference: African Americans and the Civil War (Hampton University)
Dr. Charrita Danley and Dr. Karen Ward, Hampton University
4. Staff Updates
Cheryl Jackson
 - Local committee update (114/134)
 - Programs in development: Kiosks, Document digitization
 - MOU tracking/logo approval updates
 - Harper's Ferry national kickoff event (Thursday, June 25)
 - Shenandoah Valley kickoff event (Saturday, June 27)
 - DVD schedule: "The Civil War in Virginia: A Sesquicentennial Remembrance"
 - Budget update; Dispersal of funds for FY09
5. Sesquicentennial Tourism Marketing Grant Program: Recommendations
Steve Galyean, Virginia Tourism Corporation
6. Other Business
7. Adjournment

Members of the Executive Committee:

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.
Dr. Paul A. Levensgood
Dr. James I. Robertson, Jr.

- OVER -

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

Commission Staff:

Division of Legislative Services:

Cheryl Jackson, Executive Director
Brenda Edwards, Senior Research Associate
Gwen Foley, Senior Operations Staff Assistant
Tricia Hagan, Executive Assistant
E. M. Miller, Jr., Director, Div. of Legislative Services
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 Executive Committee

Speaker of the House William J. Howell, Chairman

April 6, 2009

Executive committee members present: Speaker William J. Howell, Delegate Albert C. Eisenberg, Delegate Algie T. Howell, Jr., and Dr. Paul A. Levengood. Other Commission members present: Delegate L. Scott Lingamfelter and John P. Ackerly, III

Speaker Howell called the meeting to order and welcomed everyone in attendance.

Strategic Partnership with United States Army War College and United States Army Heritage and Education Center (AHEC) - Delegate L. Scott Lingamfelter

Delegate Lingamfelter reported on a recent meeting that he and Cheryl Jackson had with the leadership of the Army War College and the Army Heritage and Education Center (AHEC) to review plans and discuss a strategic partnership. The meetings were highly productive, resulting in a number of recommendations.

Delegate Lingamfelter discussed several new program ideas. "Staff Rides," based on the popular program at the Army War College, would be a program for educators, creating a hierarchy of college professors and K-12 classroom teachers who will learn on the battlefield and, in turn, pass the lessons down to students and others. Another new program is tentatively entitled, "Walk in their Footsteps," and would allow people nationwide to electronically trace their Civil War ancestors to the battles in Virginia, and then be able to plan visits to those battlefields. Last, a Traveling Quarters exhibition would be a reproduction of Civil War winter and summer quarters mounted on a flatbed truck that would be available to travel around to different schools.

The AHEC review group has offered to look over plans for the Commission's exhibitions and provide suggestions and guidance. The review group recommended that the information submitted by local committees to the "Then/Now" interactive maps be vetted by qualified historians before being posted to the Commission's website. They have also offered to review the Commission's document digitization project that is currently in development, as AHEC staff members are experts in digitization of military history.

Along with the new programs and exhibitions, AHEC staff offered feedback on the Signature Conference series, development of a graduate student intern program, creation of educational resource packets, and a commemorative print. The review panel highly praised the Commission's broad mix of topics and locations for the Signature Conferences. They further suggested expanding our intern program with VCU to include graduate students from institutions statewide, from a variety of disciplines. For example, AHEC has graduate students that create resource packets to accompany the Army

Heritage Trail and other exhibitions, provide marketing research, and so on. They recommended that the graduate students develop a similar education packet to accompany the DVD and for the gallery exhibition. To help raise funds, the review panel suggested the Commission have a commemorative print made.

Signature Conferences

Update on "America on the Eve of the Civil War" (Wednesday, April 29)-Cheryl Jackson

Ms. Jackson provided an update on the April 29 Signature Conference taking place at the University of Richmond. The registration demographics are quite broad, and the Commission and the University of Richmond have made a broad-based outreach effort by contacting different media outlets, museums, and other organizations to encourage registration. As of April 5, there were 1,839 registrants coming from 26 different states and every corner of Virginia.

The conference will begin at 8:45 a.m., with opening remarks from Dr. Ayers, President, University of Richmond, The Honorable Dwight C. Jones, Mayor, City of Richmond, The Honorable William J. Howell, Speaker of the House of Delegates, and the Honorable Timothy M. Kaine, Governor, Commonwealth of Virginia. There will be four different sessions with a break between the two, followed by a discussion and Q&A from both morning sessions. A break for lunch will take place at noon, with two more sessions following, and then Discussion and Q&A from both afternoon sessions.

During the lunch break there will be "Affinity Lunches" for educators and local sesquicentennial committee members to gather, exchange information, and network. Kevin Levin and John Hennessy will serve as Discussion Hosts of the affinity lunch groups.

Museums and tourism groups in Richmond and Petersburg will staff informational tables in the Robins Center the day of the conference. The partners and area hotels have put together exclusive offers for conference attendees, in an effort to help registrants to extend their stay and see more of the area. Ms. Jackson requested approval sell the "Civil War 150" lapel pins for \$5.00 a piece. The Executive Committee unanimously approved the request.

Plans for 2010 Signature Conference: African Americans and the Civil War (Hampton University) -Dr. Charrita Danley and Dr. Karen Ward

Dr. Danley and Dr. Ward presented tentative plans for the 2010 Signature Conference, "*African Americans and the Civil War.*" They discussed potential conference chairs, schedule of events, campus facilities, dining services, and local attractions in the area. Their list of potential conference chairs includes: Dr. James Horton, Dr. Darlene Clark Hine, Lerone Bennett, Jr., Robert C. Hayden, Dr. Nell Irvin Painter, and Dr. Anthony S. Parent. The proposed schedule of events start on Tuesday, April 13 with a welcome

reception at the Hampton University Museum for presenters and VIP guests. On Wednesday, April 14, 2010 registration and check-in will begin at 7:30, with the conference starting at 8:30 a.m. and concluding at 4:30 p.m. Dr. Danley suggested the use of the convocation center as one of their campus facilities to hold the actual conference in. The capacity of the convocation center is approximately 8,200 people. It has two meeting rooms, a green room that holds 87 people, and a blue room that holds 69 people. There is ample parking with around 2,000 parking spaces. Local attractions around Hampton include; Emancipation Oak Landmark, Hampton University Museum, Fort Monroe, Hampton History Museum, the Mariner's Museum, and the Newsome House.

Speaker Howell asked that Hampton University work with Dr. Ayers to provide a bridge between the conferences, and to learn from his experience with the 2009 conference. Ms. Jackson mentioned that pre-conference surveys have shown that a Friday or Saturday conference will have logistical benefits that a mid-week conference lacks, such as easier travel/less time off for attendees and better ability to schedule academic historians who are involved in end-of-semester activities.

Staff Updates - Cheryl Jackson

Local sesquicentennial committees now number 114 out of 134 localities. As of the end of February, a total of 88 license plates have been sold. Staff continues to develop recommendations for the interactive kiosks and the document digitization project. The Library of Virginia conducted pilot tests of the document digitization project in Danville and Winchester, both of which turned out very well. More details on the project will be offered at the next meeting.

Ms. Jackson asked the Commission for the approval of seven applications to affix the Commission's logo. The applicants listed were: American Civil War Center at Historic Tredegar, Harrisonburg Tourism, Prince William County/Manassas Convention and Visitor's Bureau, Prince Edward County, Virginia's Retreat (website & travel guide), and Danville Museum of Fine Arts and History. The Executive Committee unanimously agreed to the logo requests.

Harper's Ferry is the national kickoff event held on Thursday, June 25, 2009. It will be a meeting between the Virginia Sesquicentennial of the American Civil War Commission and the West Virginia Civil War Sesquicentennial Commission at Harper's Ferry National Historic Park. Ms. Jackson reviewed the proposed agenda for the meeting, and then asked Executive Committee's approval to invite a descendent to join the Commission for the program and the tour. The Executive Committee unanimously agreed to the request.

Shenandoah Valley is planning a valley-wide kickoff event on Saturday, June 27, 2009. Dr. Robertson, Ms. Jackson, and Richard Lewis have been invited to represent the Commission at the media event.

Production on the DVD, "*The Civil War in Virginia: A Sesquicentennial Remembrance*," is still on track to be completed by June. Two or three full segments (20 minutes each) will be shown at the Harper's Ferry event, and the full film (3 hours) will be premiered at several locations throughout the state beginning in August. Suggested sites are the Virginia Historical Society and Bridgewater College. Staff will work to find other suitable locations for the premier, and distribution will begin in the autumn. The DVD will be sent to schools, each local sesquicentennial committee, and each public library system.

Ms. Jackson presented a budget update and recommendation for the dispersal of funds for FY09: Bring forward the FY08 carryover balance (\$425,815) and pay the VHS obligation in full, in addition to other projects pending. The carryover funds and FY09 funds would be used for:

VHS balance: \$1,980,000

Conference: \$130,000 (approx.)

VTC: \$25,000 (approved 4/08 for second year of Marketing Plan)

UVA Center: \$10,000 (approved 4/08 for Internet Battlefield Tours)

for Digital

History

Delegate Algie Howell made a motion to approve the recommendation, which was seconded by Delegate Eisenberg. The Executive Committee unanimously passed the motion.

Sesquicentennial Tourism Marketing Grant Program: Recommendations-Steve Galyean, Virginia Tourism Corporation

Mr. Galyean reported on the American Civil War Sesquicentennial Marketing Program. The program helps Virginia community organizations, working in partnership with the local tourism industry in promoting the observance of the 150th anniversary of the American Civil War. He reviewed the application process and guidelines. The required criteria supported the Commission's goals of diversity, inclusiveness, education, and permanence. All applicants were asked to submit a detailed marketing plan, strong baselines and performance measures. The applications opened on January 12 and were due on March 17. VTC staff and Commission staff reviewed all applicants between March 25 and 26.

There were thirteen applicants total, with a good geographic distribution among Southwest, Central and Northern Virginia. The total request amount was \$31,300 with a match of \$91,214.50. Four applications were recommended for approval: Shenandoah County, Washington County, Stafford County, and Richmond. The total award amount was \$8,800.00 with a match of \$34,460.00. Two applications were not scored due to technical violations of the guidelines. The Executive Committee agreed to accept the four recommendations, begin the next grant cycle in the fall of 2009, and

increase the award level to \$5,000. Award recipients will be announced at the University of Richmond conference.

All of the declined applicants will receive feedback with a review of the application and required guidelines.

Other Business

Mr. Ackerly requested an update on the HistoryMobile project. Ms. Jackson responded that a grant application is currently pending with the National Endowment for the Humanities for both the gallery exhibition and the HistoryMobile. The awards will be announced in August, and the Commission will be able to make a decision at that time.

There being no further business, the meeting was adjourned.