



**VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION**

EXECUTIVE COMMITTEE MEETING

**August 11, 2010, 9:30 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. Sesquicentennial Tourism Marketing Grant Program: Recommendations
Steve Galyean, Virginia Tourism Corporation
3. Staff Update
Cheryl Jackson
 - Awards for "*Virginia in the Civil War: A Sesquicentennial Remembrance*"
 - Schedule for September 24 Signature Conference at Norfolk State University
 - Approval of logo requests
 - Advisory Council meeting
4. Other Business
5. Adjournment

Members of the Executive Committee:

The Honorable William J. Howell, *Chairman*
The Honorable Charles J. Colgan, Sr., *Vice Chairman*
The Honorable Algie T. Howell, Jr.
The Honorable L. Scott Lingamfelter
Dr. Paul A. Levensgood
Dr. James I. Robertson, Jr.

Staff:

Division of Legislative Services:
Cheryl Jackson, Executive Director
Gwen Foley, Senior Operations Staff Assistant
Michele Howell, Grants Administrator and Project Manager

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 11, 2010

9:30 a.m.

Executive Committee members present: Speaker William J. Howell, Senator Charles, J. Colgan, Sr., Delegate Algie T. Howell, Jr., Delegate L. Scott Lingamfelter, and Dr. James I. Robertson, Jr. Commission member John P. Ackerly, III was also present.

I. Call to Order

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

II. Sesquicentennial Tourism Marketing Grant Program: Recommendations

Steve Galyean, Virginia Tourism Corporation

Mr. Galyean noted that the third round of grants to support local sesquicentennial endeavors yielded eleven applications, five of which staff recommended be awarded. Grant applications not recommended for funding were deficient either technically (not completing the application as required) or substantively (lack of compelling message or program).

The following programs were recommended for award:

Montgomery County Sesquicentennial Committee/Radford Civil War Sesquicentennial Committee

"Civil War Trails Interpretive Sites in the Town of Blacksburg and City of Radford"

- Amount of award: \$2,600; Amount of match from recipient: \$2,600
- Design and installation of two interpretive Civil War Trails markers - one at Westview Cemetery and one at Glencoe Museum - generating educational tools and tourism for the community.

Arlington County Sesquicentennial Committee

"Arlington Sesquicentennial of the American Civil War Travel Package"

- Amount of award: \$5,000; Amount of match from recipient: \$17,625
- Creation and marketing of a travel package that will entice visitors to travel to Arlington and use their Arlington hotel as a hub for experiencing Civil War sites in Northern Virginia and the national capital region

Chesterfield Sesquicentennial Committee

"Chesterfield County Sesquicentennial Legacy Project"

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- Design and installation of Civil War Trails signage at two Chesterfield County Civil War park sites (The Bluff at Dutch Gap and Point of Rocks Park); reprinting of the Bermuda Hundred Driving Guide; purchase of four weather-proof brochure holders for county Civil

War sites; printing of a redesigned Chesterfield County Heritage Alliance brochure featuring the county's Civil War sites; and advertisements in co-ops with partners.

Augusta-Staunton-Waynesboro Sesquicentennial Committee/Shenandoah Valley Battlefields Foundation (regional)

"Community at War: Augusta County, Staunton, and Waynesboro during the Civil War Interpretive Kiosk"

- Amount of award: \$4,500; Amount of match from recipient: \$5,000
- Built on a successful SVBF-Augusta County Historical Society Civil War interactive CD project, a free-standing interpretive kiosk will be created that includes wayfinding information for Civil War sites in the region and acts as a southern gateway into the Shenandoah Battlefields National Historic District.

Williamsburg-York-James City County Sesquicentennial Committee/Greater Williamsburg Chamber and Tourism Alliance (regional)

"Williamsburg Civil War Sesquicentennial Website"

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- Development, launch, and marketing of a new, regional website (www.WilliamsburgCivilWar.com) that will highlight the Historic Triangle's rich Civil War history, promote Civil War related programs and events, and unique dining and lodging opportunities. The website will also be connected to ongoing destination marketing efforts associated with Greater Williamsburg's tourism marketing community.

The grant recommendations were considered in a block. Dr. Robertson made a motion that the block be approved as presented. The motion was seconded by Delegate Howell and passed unanimously.

Mr. Galyean recommended that the next round of grants open in late September and close in early November, and the Executive Committee concurred. Staff will continue to work with local representatives to explain the grant application and process.

III. Staff Update - Cheryl Jackson

Awards for “*Virginia in the Civil War: A Sesquicentennial Remembrance*”

Ms. Jackson announced that the DVD produced by Dr. Robertson and Blue Ridge Public Television was nominated for a 2010 Emmy Award in the category of informational instructional programming. It won two Telly Awards, which recognize excellence in public television, in the categories of “education/academic use” and “history/biography.” Members of the Executive Committee congratulated Dr. Robertson.

2010 Signature Conference (NSU): “*Race, Slavery and the Civil War: The Tough Stuff of American History and Memory*”

Ms. Jackson reviewed the schedule for the 2010 Signature Conference, to be held Friday, September 24 at Norfolk State University, and noted that registration is filled and that CSPAN has confirmed that they will cover the conference. Members discussed the lineup

of panelists and logistics of the program, and agreed that it promises to be an excellent conference.

2011 Signature Conference (Virginia Tech): “*American Military Strategy in the Civil War*”

Planning for the 2011 Signature Conference at Virginia Tech is well underway. Dr. Robertson will chair the conference, which is scheduled for Saturday, May 21. Members discussed whether to begin charging admission for the conferences, which has several benefits: (i) defraying and recouping expenses, including those for presenters, stage set-up, additional security, production, and filming; and (ii) conserving financial resources and enhancing planning by ensuring that those who register do indeed attend the program.

After lengthy discussion, the Executive Committee agreed that charging an admission fee for ensuing Signature Conferences is appropriate. Admission for Virginia Tech conference will be \$12.00/person for the conference or \$20.00/person for the conference plus lunch.

Logo Requests Approved and Pending

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. Shenandoah Valley Battlefields Foundation (Newsletter and brochures)
2. Sully Historic Site (Correspondence)
3. Lancaster County Sesquicentennial Committee (News article)
4. Town of Occoquan (Flyers, brochure)
5. Museum of the Confederacy (Lecture, signage)

Ms. Jackson mentioned that Weider Publishing Group had requested use of the logo in their magazines, “America’s Civil War” and “Civil War Times,” but as the Logo Use Policy prevents use in commercial enterprises, the request was not approved.

Delegate Lingamfelter moved that staff recommendations for approval of logo applications be given final approval by the Executive Committee. The motion was seconded by Senator Colgan and passed unanimously.

Advisory Council Meeting

Ms. Jackson outlined the agenda for the Advisory Council, which followed the Executive Committee meeting. Speaker Howell and Dr. Robertson will give welcome remarks to the group, followed by in-depth staff reports on programs in development, including the museum exhibition and the document digitization program. Advisory Council members

will be asked for input, recommendations, and feedback. Dr. Sandy Treadway, Advisory Council liaison to the Commission, will report on the deliberations.

Demonstration of "Walk in Their Footsteps" Database

Ms. Jackson demonstrated the "Walk in Their Footsteps" database, an interactive research portal that provides regimental history information for Civil War battles fought in Virginia, enabling users to learn more about battles in which their ancestors' regiments were engaged. In addition to providing rich layers of information about each regiment that fought in Virginia and battle detail, the database allows users to plot a "Battle Plan" itinerary of travel to these sites throughout the state.

Members were delighted with the program and praised its combination of historic information and travel/tourism information. Members directed staff to (i) work with Virginia Tourism Corporation in promoting "Walk in Their Footsteps" and (ii) explore developing the database for mobile devices once it is complete.

IV. Other Business

Dr. Robertson played a new version of "Shenandoah," recorded by Bobby Horton with new lyrics specific to Virginia.

V. Adjournment

There being no further business, the meeting was adjourned.