



VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION

EXECUTIVE COMMITTEE MEETING

January 11, 2011, 9:45 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. Approval of Logo Requests
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. Levengood
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 Appropriations Committee:

Michael Jay, Legislative Fiscal Analyst

House Committee Operations:

Scott Maddrea, Deputy Clerk

Senate Finance Committee:

Dick Hickman, Deputy Director

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

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

January 11, 2011

9:45 a.m.

Executive Committee members present: Speaker William J. Howell, Delegate Algie T. Howell, Jr., Delegate L. Scott Lingamfelter, Dr. Paul A. Levenson (by teleconference) and Dr. James I. Robertson, Jr. (by teleconference).

I. Call to Order

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

II. Sesquicentennial Tourism Marketing Program: Recommendations

Cheryl Jackson, Executive Director

The fourth grant cycle resulted in \$13,000 in grant money awarded with \$18,000 in matching funds for sesquicentennial tourism marketing programs. Of the five grant applications received, the grant review committee recommended four for funding as follows:

1. Falls Church Local Sesquicentennial Committee

Funds will be used to finance five new Civil War Trails markers for the City of Falls Church.

Requested Amount: \$5,000

Partners Match: \$8,000

Partners: Friends of Cherry Hill Foundation, Village Preservation and Improvement Society, Victorian Society at Falls Church, Tinner Hill Heritage Foundation Inc, City of Falls Church Economic Development Authority

2. Lynchburg Local Sesquicentennial Committee

Funds will be used in support of a new Civil War Trails marker for Lynchburg. The marker will be located in an area of the city known as "mid-town," and will designate the site of a Prisoner of War Camp occupied during the Civil War.

Requested Amount: \$1,500

Partners Match: \$1,500

Partners: Taylor-Wilson Camp #10 Sons of Union Veterans of the Civil War, Historic Sandusky, Lynchburg Regional CVB

3. Fairfax City/Fairfax County Local Sesquicentennial Committees

Funds are requested to purchase a Civil War Trails marker for the landmark

Fairfax County Courthouse where several significant Civil War events occurred; a small portion of the request (\$200) will be used for a promotional component to increase visibility on partner websites/internet.

Requested Amount: \$1,500
Partners Match: \$1,500

Partners: City of Fairfax, Fairfax County Convention and Visitors Corporation, Historic Fairfax City Inc

4. Fauquier County Sesquicentennial Committee

Grant funds would be used to enhance the Civil War Trails (CWT) marker program in Fauquier County; produce a map brochure which locates and interprets the County's existing CWT sites, historical marker and battlefield sites; and advertising to promote Fauquier's CWT sites, historical marker and battlefield sites.

Requested Amount: \$5,000
Partners Match: \$5,000

Partners: Fauquier County Department of Economic Development, Citizens for Fauquier County, Heritage Day Event Committee

Staff of the Virginia Tourism Corporation will work with local sesquicentennial committees and tourism officials to conduct workshops to improve and resubmit applications that were not recommended for approval. The next grant cycle will open on February 7, 2011 and will close on April 7, 2011.

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

III. Approval of 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. American Civil War Experience - London (Website)
2. Montgomery County Sesquicentennial Committee (Flyer)
3. York County Sesquicentennial Committee (Flyer)
4. Mathews County Sesquicentennial Committee (Poster - Historical Society)
5. Mathews County Sesquicentennial Committee (Poster - "The War on the Water" at Thomas Hunter Middle School)
6. Page County Sesquicentennial Committee (Newspaper)
7. Museum of the Confederacy (Lecture)

8. Museum of the Confederacy (Lecture)
9. Arlington Convention and Visitors Service (for use in promoting a previously approved tourism marketing activity - i.e., Arlington Sesquicentennial of the American Civil War Travel Package)
10. Greater Williamsburg Chamber and Tourism Alliance (Website)
11. York County Sesquicentennial Committee (Website)
12. Museum of the Confederacy (Lecture)
13. Fredericksburg Regional Tourism Partnership (Flier)
14. Greene County Civil War Sesquicentennial Commission (Flier)
15. City of Falls Church (Website)
16. Fauquier County Sesquicentennial Committee (Website)
17. Northern Virginia Magazine (Publication)
18. Virginia Wine Board Marketing Office (Wineries)
19. Chrysler Museum of Art (Exhibit)
20. Hanover County Sesquicentennial Committee (Website)
21. Central Virginia Battlefields Trust (Website)
22. Shenandoah Valley Battlefields Foundation (Ad)
23. Maymont Foundation (Exhibit)

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. Paul Levengood and passed unanimously.

IV. Adjournment

There being no further business, the meeting was adjourned.