

Programs & Events Committee Members Present: Messrs. Atkinson, Horn, Koonce, Nardo; Mme. Zeidler.

Programs & Events Committee Members Absent: Messrs. Arehart, Adkins, Billings, Cox, Dendy, Duffey, Jones, Jordan, Martin, Norment, Stolle, and Woodlief; Mmes. Campbell, Comstock, Cross, Kilberg, Locke, Stone, and Whipple.

Resources & Logistics Members Present: Messrs. Atkinson, Oder, and Thota; Mmes. Hall, Rodrigues, Schaar, and Zeidler.

Resources & Logistics Members Absent: Messrs. Ashworth, Bosket, Cantor, Casteen, Connock, Cox, Crossett, Dendy, Fleet, Kidd, McDougle, Norment, Skiles, Stoney, and Watkins; Mme. Gerdelman.

Guests Present: Messrs. Bailey (Spectra), Dixon (Spectra), Hatfield (guest of Mme. Schaar); Mme. Sardone (for Messr. Crossett)

Staff Present: Messrs. Ferebee and Sutphin; Mmes. Green and Spangler

## **I. Welcome and Open P&E Meeting / R&L Meeting**

Ms. Jeanne Zeidler, Presiding Chair of the Joint Programs & Events Committee / Resources & Logistics Committee, called the committee meeting to order at 1:10PM, at McGuireWoods, Richmond, Virginia. Chair Zeidler welcomed and acknowledged the members and noted that there were no members of the public present, but stated there would be a time for public comment at the end of the meeting, should anyone arrive later.

## **II. Approval of P&E and R&L Minutes**

Chair Zeidler entertained a motion to approve the minutes of the March 23, 2017 meeting for the Program & Events Committee, which was moved by Mr. Koonce and seconded by Mr. Oder; the Chair then entertained a motion to approve the minutes of the March 23<sup>rd</sup>, 2017 Resources & Logistics Committee meeting, which was moved by Mr. Koonce and seconded by Mr. Atkinson. The Chair next invited Ms. Spangler to introduce the guests present (Mr. Bailey and Mr. Dixon from Spectra; Nathan Hatfield from the VA Clerk of the Senate Office; and Ms. Sardone of Colonial Williamsburg, representing Mr. Crossett).

### III. Management Update

Chair Zeidler called on Kathy Spangler, Executive Director of the 2019 Commemoration, to report on second quarter FY17 activities. Ms. Spangler thanked leadership, the 2019 Commemoration committees and the Jamestown-Yorktown Foundation board, and others for their support during the legislative session. She provided an overview including signature events, FY18, marketing and communication developments, and fundraising. Ms. Spangler then indicated that Mr. Sutphin, Mr. Ferebee and the guests from Spectra would provide updates as well.

Ms. Spangler informed the committees that since the last meeting, the commemoration has had four events with the Virginia Arts Festival, and a Signature Event, the Tom Tom Founders Festival as well as a launch event for 2019 millennial statewide engagement. The 1619 Society, launched on Thursday June 15, 2017 with Richmond Mayor Levar Stoney and was attended by approximately fifty millennials. Steering Committee member Colin Hood introduced the Mayor.

The millennial strategy focuses on engaging young people in Virginia's future, particularly our economic growth; Native Collaboration, a 2019 statewide activation and social engagement contractor, is leading this effort. Ms Spangler identified nine locations across the Commonwealth selected to launch the 1619 Society through the end of 2017. Each location has a different focus based upon the economic and social fabric of the region. A thought leader in the region will headline the social events to speak briefly about the theme and everyone will be invited to join the AMERICAN EVOLUTION™ efforts over the next two years. Ms. Spangler then requested that if the Committee members have any recommendations for thought leaders or networks of young people to engage in these events, please let the commemoration know.

#### Leadership Meetings

Since the committees last met, 2019 has organized ten committee meetings to brief committee members on progress and plans to begin transitioning the focus to implementing approved projects. Ms. Spangler invited everyone on the committees to identify what projects, programs or events they are most interested in. For thematic program committees, 2019 will begin to schedule quarterly programmatic WebEx workshops to keep committees up to date on commemoration progress.

The committee was informed that since 4/1/17, the commemoration has had eleven media and outreach presentations. Ms. Spangler thanked George Martin, Frank Atkinson, Ben Dendy, Speaker Designate Cox and Rob Cross for joining her for newspaper editorial board meetings and Cassandra Newby-Alexander and Sandra Treadway for joining her on radio media opportunities. Ms. Spangler affirmed that the external presentations over the last month were the result of earlier committee suggestions. Work with the National Park Service and Secretary Rodrigues demonstrate the impact of networking.

**2019 Administration**

Ms. Spangler showed a slide demonstrating recent administrative activity. 2019 has awarded two contracts: a state contract for event production for three signature events which was recently awarded to Jack Morton, and a contract from our non-profit organization for merchandising with Promotional Considerations. The commemoration currently has one state RFP open for the AMERICAN EVOLUTION™ Tour and national programs, and two RFP's open for a private affiliate for the digital trail and an executive production of three signature events. 2019 is in the process of executing five legacy project agreements; has hired the deputy director for marketing communication, Mr. Skip Ferebee, and is currently in recruitment for three wage positions.

**Legacy Project Overview**

Ms. Spangler stated that the Steering Committee approved the slate of legacy projects last year, and the commemoration has been working with partners to plan and scope these projects since the last meeting. Ms. Spangler then invited the committee members involved with specific legacy projects to report on their activities.

Dr. Horn described recent discoveries at Historic Jamestown, including a small fragment from a 17<sup>th</sup> century clay pipe. This artifact could possibly link to the Ottoman Empire, and a specific individual with links to Angola. The excavation team has made significant discoveries in the 1617 church foundations, and will continue in the chancel.

Ms. Hall commented on the efforts made by the National Park Service to incorporate new discoveries into the story of their public spaces, and to make new partnerships. Visitors to Jamestown Island should see the site linked to the broader history of the area.

Mr. Oder informed the committees that the plans for the Fort Monroe Authority Visitor Center have been submitted. The carpets have been removed, revealing terrazzo floors with marble bands. The renovation cost estimate is close to the amount budgeted, though the construction bids are higher. The scholars' group has met, as have the exhibit designers, as they plan to tell the story of African arrival. The Hampton Commission is planning a three-day event, beginning 8/23/19, involving scholars, lectures at Fort Monroe, a prayer walk to the beach, and a candlelight dedication ceremony for the Visitor Center. They are considering a presidential visit, walking tours, a concert at Hampton Coliseum, and a presidential proclamation declaring August 25<sup>th</sup> as the official day of the African Arrival.

Ms. Schaar next discussed the Women's Monument in Richmond. There has been a 400K grant from the Cargill Foundation, and the first 400K match has been raised. There has also been a 100K private donation.

**Legacy Project Program Agreements**

Mr. Sutphin and Ms. Spangler met with all the legacy partners over the past month to assess planning, budget, and timelines to ensure that the projects were still on track for completion by the 2019 Commemoration. Ms. Spangler reminded the committee that Founding Partner funding

strategy is to have \$200,000 allocated to one of the legacy projects. To date, 2019 has secured one founding partner, Dominion Energy, and they have selected the Fort Monroe Visitor and Education Center. Based upon recent staff and partner assessment, the Executive Committee approved the five projects listed for early investment to ensure their completion by the commemoration as fundraising efforts continue. The commemoration will continue to seek the private sources to offset these public investments.

### **Budget**

Ms. Spangler then provided the joint committee with an overview of the FY 18 budget. She first thanked members of leadership for their efforts, and for the General Assembly support of the commemoration. The working budget at the start of the fiscal year will be \$6,500,000.

#### **Personnel and Non-Personnel (\$1,432,400)**

22% of the 2019 budget is allocated to personnel costs and non-personnel costs. The full complement of ten classified staff will be hired by late fall, and seven wage positions have been budgeted to assist with the work.

#### **JYF Support (\$150,000)**

Approximately 2% of the 2019 budget is to provide the Jamestown-Yorktown Foundation with resources in areas where the impact of the commemoration exceeds available resources. Ms. Spangler expressed her thanks to Mr. Phil Emerson, the JYF management team and all the staff who provide support for the commemoration, without whom the 2019 goals could not be accomplished.

#### **Marketing & Communications (\$2,357,100)**

The committees were informed that the commemoration is dedicating 36% of the budget to marketing and communications, to build awareness and promote the commemoration activities broadly. Ms. Spangler advised the committees that 2018 will be a critical year to build momentum for the commemoration through the tour, social media and public relations.

#### **Tourism Promotion (\$450,500)**

7% of the commemoration budget is dedicated to Tourism Promotion with 2019 partner Virginia Tourism Corporation.

#### **Partner Programs**

Based upon the work plan for education program, projects and events adopted by the Steering Committee, 2019 has allocated 26% of the budget to partner programs in FY 18. These partnerships include statewide engagement efforts, civics education, a scholarly conference and issue forums, ongoing development of signature events and legacy projects.

**Events**

As Ms. Spangler mentioned earlier, the commemoration has awarded an event production contract to Jack Morton out of their Boston office. They will be working on three signature events including:

- Global Emerging Leaders Summit
- International Forum on Representative Democracy
- Women's Achieve Summit and Women's Monument Dedication

They will join the First Representative Legislative Assembly Meeting on Thursday, 6/22/17.

Ms. Spangler informed the committees that 2019 has funding for other conference exhibits, events and programs that may be conducted or supported throughout the year. Ms. Spangler plans to discuss a combined three year budget for the commemoration at the September meeting.

Ms. Spangler next introduced the two 2019 Deputy Directors: Mr. Ferebee (MARCOM) who joined the commemoration on 5/25/17, and Mr. Sutphin, who came on board 3/10/17. Mr. Ferebee was then asked to make a report.

**Marketing & Communications Plan****Thirty Day Plan**

Mr. Ferebee indicated that MARCOM would take a two-year approach in tactics and strategy. He will concentrate on the development of a strategic marketing plan with supporting tactics. A recent SWOT session established the ground work for an inclusive communications plan. MARCOM priorities will encompass brand definition and creative content and messaging; developing a content strategy for all digital platforms (social, web, blogs); and defining and developing collateral executions to support tourism, education and event initiatives. Mr. Ferebee and the MARCOM team will work to establish a communication calendar that will allow for planning and synchronized messaging. The commemoration must be responsive to events and initiatives, and to develop RFP's while still operating within the brand and messaging. Mr. Ferebee then affirmed that he was glad to be part of the team, and the commemoration project.

**Merchandising**

Ms. Spangler informed the committees that 2019 will be developing a merchandizing plan and projecting revenue for the next 30 months to support the commemoration. Promotional Considerations has been awarded an Inc. contract; the first concepts were due on 6/21/17. The marketing plan will also feed into the merchandizing efforts. There will be a tight timeline, applying corporate strategy to the commemoration, and a higher ROI. Ms. Spangler then invited questions for MARCOM.

Dr. Horn reminded the committees that two scholarly works are in development, related to the legacy projects: a collection of essays from the Dartmouth Conference (*Virginia in 1619*), and Dr. Horn's own book, the *American Magna Carta*, due by the end of 2018.

Ms. Hall then asked about the First Thanksgiving; specifically, how marketing will deal with Plymouth, Massachusetts. Mr. Ferebee indicated that the SWOT analysis placed the messaging in both the opportunity and threat categories. MARCOM will stick to well-defined barriers in digital platform messaging.

Ms. Spangler recalled that the ceremony had religious origins, but popular modern appeal in Massachusetts and Virginia. She then invited Ms. Rodrigues to describe how Virginia has met the challenge to support the commemoration, and Virginia Thanksgiving.

Ms. Rodrigues described the “Take Back Thanksgiving” campaign. They have planned an e-postcard campaign, and reached out to Plymouth, but have received no response. The holiday is a popular opportunity to discuss the meaning of Thanksgiving, not forgoing the representation of Native Americans in the panoply of messaging. Ms. Schaar asked if 2019 planned to have a mobile unit in Boston; there will be a double booth at NCSL. Ms. Schaar informed the committees that she hoped to coordinate Take Back Thanksgiving with a state employee food drive and day of service. Ms. Spangler asked about cross-promotional opportunities; Mr. Sutphin and Mr. Ferebee will explore the possibilities.

Ms. Spangler concluded her presentation with an invitation to the committee members to consider joining the spokesperson team for future media opportunities. She then invited Mr. Sutphin to make a report.

#### **IV. Statewide Engagement Planning**

##### **Upcoming Programs and Events**

Mr. Sutphin informed the committees that there are a number of upcoming events and activities that they should be aware of between now and the end of the year.

- The Hampton History Museum exhibition
- Virginia Thanksgiving Festival
- Pocahontas Reframed: Native American Storytellers Film Festival
- The anticipated US Premiere of the British Series *Jamestown*

Every event is public, and Mr. Sutphin hoped that the committee members would consider their own participation.

##### **Digital Trail Legacy Project**

Mr. Sutphin reminded the committees that the commemoration’s legacy project is the AMERICAN EVOLUTION™ Digital Trail. Many committee members may have heard updates on the project during recent meetings, but as Spectra will be detailing plans for the Application later in the meeting, Mr. Sutphin wanted to provide everyone with an overview.

The commemoration partners for this project are the Library of Virginia, the Virginia Foundation for the Humanities, the Historic Marker Program and members of our historian council. The goals of the projects demonstrate that 2019 is leveraging technology tools to build awareness of Virginia’s history and to promote tourism.

**Digital Trail**

Mr. Sutphin explained that to curate a list of over four hundred places, stories and objects of Virginia's history since 1619, the curatorial team used the listed criteria for selecting the trail stories:

- Importance to Virginia/national history
- Support the commemoration themes (Democracy, Diversity, Opportunity)
- Race/ethnicity/gender balance
- Region/locality coverage (each county/city represented)
- Priority for first 200 stories given to places open to the public (museums, historic sites, etc.)

Phase I is nearly complete as narratives are being drafted. The committee was invited to review the final list to make sure we that the most prominent stories based upon our criteria have been included. The list will be emailed to the committees in the follow up material. Mr. Sutphin promised that the guests from Spectra would shortly speak about the Digital Trail application (App). 2019 will soon launch a statewide engagement strategy to build upon the commemorative trails. Working in partnership with the Virginia Tourism Corporation, the commemoration will soon announce a grant program to curate local itineraries or "trails" that can be added to the application. Mr. Sutphin expressed the hope that by encouraging localized trails, 2019 can foster statewide engagement in the commemoration and expand the promotion for tourism (for out-of-state visitors and in-state tourists). Mr. Sutphin concluded by introducing Mr. Dixon of Spectra, to provide a summary project report for the regional and national programs.

**Spectra Summary Report**

Mr. Dixon explained that Spectra was contracted to complete planning for regional and national programs including:

- Digital Trail Application
- AMERICAN EVOLUTION™ TOUR
- National Program Concepts

Spectra faces creative challenges, including: making identified locations become "stories" rather than just places to visit; and adhering to historical accuracy while ensuring that stories are engaging and exciting to audiences to promote visitation. Working with the curatorial team, Spectra developers established a set of application specifications to support the goals of the commemoration. Spectra has also designed a set of features to make the application attractive to users. Mr. Dixon then outlined the American Evolution Tour strategy and objectives: to remind America of the importance of democracy, diversity and opportunity; to bring American Evolution story to tourism drive markets; and to inspire citizens, media and stakeholders to talk about, engage with commemoration activities virtually and/or in person (visit an historical site, attend a commemoration event, etc.). The Tour will provide information that encourages visitors to engage with and visit Virginia. Mr. Dixon explained that Spectra hopes to partner with large events that maximize exposure, to reach existing crowds. The tour will have the

flexibility to stop at partner, sponsor locations or to support public relations opportunities, and will reach over 300,000 qualified visitors. The Tour should deliver awareness and an audience for American Evolution™, and drive tourism to Virginia.

#### **400 Programs- African Americans of Impact & Women, Selection and Recognition**

Mr. Dixon indicated that the top 3-5 honorees in each category will receive premium recognition. The nomination/selection process will be led by women's and African American organizations who have expertise in their fields. The public will have the opportunity to vote for the top 3-5 honorees in each category; this project will have national reach. This strategy has generated interest among potential sponsors and will only be implemented if national level sponsorship is secured. The public will be invited to nominate friends and family. A potential spokesperson has been identified: Margot Lee Shetterly, the author of *Hidden Figures*.

#### **VII. Executive Session**

Chair Zeidler entertained a motion for the 2019 Commemoration Programs & Events Committee and the Resources and Logistics Committee to convene to a Closed Session, in accordance with the Freedom of Information Act, Section 2.2-3711, Paragraph A.9, for "discussion or consideration of matters relating to specific gifts, bequests, and grants". The motion to convene in closed session was made, seconded, and was unanimously approved.

After the discussion, Chair Zeidler entertained a motion to reconvene to a public session, certifying that to the best of each member's knowledge, only public business matters lawfully exempted from Open Meeting requirements by Virginia law were discussed in the Closed Session and only such public business matters as were identified in the motion convening the Closed Session were heard, discussed or considered by the committee. The motion was made, seconded, and by roll call vote all Programs & Events Committee and Resources & Logistics Committee members present, Messrs. Atkinson, Horn, Koonce, Oder, Nardo, and Thota; Mmes. Zeidler, Hall and Rodrigues, certified the motion.

#### **VIII. Other Business**

Ms. Spangler assured the committees that their input was welcome. 2019 will proceed with the information provided by Spectra. The next joint committee meeting has been scheduled for Thursday, 9/28/17. Ms. Spangler recommended that the committees should combine officially, and members agreed. She expressed her thanks to Spectra, the 2019 staff, Chair Zeidler, and Vice-Chairs Koonce and Atkinson.

#### **IX. Public Comment**

Chair Zeidler asked if there were any comments from the public.

#### **X. Adjournment**

There being no further business and no members of the public in attendance, the joint meeting of the 2019 Commemoration Programs & Events and Resources & Logistics Committees on June 20, 2017 was adjourned at 3:10 PM.