

2019 Commemoration Steering Committee
Wednesday, July 20, 2016
DRAFT MINUTES

- Members Present: Messrs. Adkins (via conference line), Atkinson, Cox, Dendy, Duffey, Hood, Horn, Jordan, Koonce, Martin, McDougle, Nardo, Oder, and Woodlief. Mmes. Cross, Gerdelman, McAuliffe, Newby-Alexander, Schaar, Stone, and Zeidler.
- Members Absent: Messrs. Ashworth, Billings, Brown, Cantor, Casteen, Connock, Fleet, Jones, Lemons, Levengood, Norment, Reiss, Stolle, Stoney, and Watkins. Mmes. Campbell, Comstock, Hall, Kilberg, Locke and Whipple.
- Guests Present: Ms. Samantha Blackburn, Project Manager, Southeastern Institute for Research; Ms. Rachel Burgess, Vice President and Director of Research Operations, Southeastern Institute for Research; Dr. Sandra Treadway, Librarian of Virginia, Library of Virginia.
- Staff Present: Messrs. Cain and Emerson; Mmes. Bata, Bommelje-Butler, Grimsley, Horner, Schwarz, Spangler and Worthy.
- Others Present: Ms. Barbara Batson, Library of Virginia; Mr. Paul Carson, National Park Service; Mr. Travis Fain, Daily Press; Mr. Aaron Firth, Fort Monroe National Monument; Ms. Kelly Gee, Chief of Staff, House of Delegates; Ms. Nydia Pulley, Intern, Virginia House of Delegates; Ms. Andrea Sardone, Colonial Williamsburg Foundation; Mr. Jonathan Walter, Vectre Corporation; Ms. Lindsey R. Watson, Executive Assistant to First Lady of the Commonwealth; and Mr. Zachary Wood, Legislative Aide, Virginia House of Delegates

I. Welcome and Call to Order

Co-Chair Cox called the 2019 Commemoration Steering Committee meeting to order at 1:05 p.m. He welcomed all those in attendance including guest speakers and staff. He introduced the newest member of the Steering Committee, Mrs. Dorothy McAuliffe, First Lady, Commonwealth of Virginia, and thanked her for her attendance and service to 2019 Commemoration endeavors. He then announced the recent appointment of Mr. Terry E. Brown, Superintendent, Fort Monroe National Monument to the Steering Committee.

2019 Commemoration Steering Committee
Wednesday, July 20, 2016
DRAFT MINUTES

Co-Chair Cox welcomed Chief Stephen Adkins, who was dialing via conference line from Charles City, Virginia.

It was revealed following the meeting that unexplainable technical difficulty with the conference line prevented full participation of committee member Chief Stephen Adkins.

Delegate Cox announced a public comment period toward the end of the agenda and invited members of the public to register.

Co-Chair Cox stated that the goal of the meeting agenda was to bring the committee up-to-date on important 2019 Commemoration planning milestones through reports from the Programs & Events and the Resources & Logistics Committees. He informed the committee that they would hear three presentations. First, Rachel Burgess and Samantha Blackburn, representing the Southeastern Institute of Research (SIR), would present their findings on the millennial awareness baseline survey for the 2019 Commemoration. Dr. Sandra Treadway, the Librarian of Virginia would speak to the committee about Library of Virginia projects aligned with the 2019 Commemoration. Lastly, Steering Committee member, Dr. James Horn, President and Chief Officer of the Jamestown Rediscovery Foundation, would also speak about his organization's plans for the commemoration.

II. Approval of Minutes

Co-Chair Cox moved approval of the minutes from the April 21, 2016 meeting of the 2019 Commemoration Steering Committee. Mr. Nardo made motion which was seconded by Ms. Gerdelman, and the minutes were unanimously approved.

III. Committee Appointments and Governance

Delegate Cox underscored that the level of leadership engagement has continued to be very strong. He reported that to date, the 2019 Commemoration had over 115 committee members serving across 9 committees. He noted that appointments to all the committees have continued, which shows a strong interest in the planning phase of the commemoration. Co-Chair Cox highlighted that leadership met an early goal to have millennial representation on all committees. He stated that attendance was consistently high at a total of 9 committee meetings since April and that this level of engagement was essential to share and define

programs, events and sponsorship strategies. He reported that an education roundtable was also held in late April which helped further develop the education strategy for the commemoration.

Co-Chair Cox noted that significant progress had been made on the brand & visual identity work thanks to the committee's robust input during the last meeting. He added that the testing of brand messages resulted in the selection of American Evolution as the brand and that the graphical treatment of the new logo expresses 400 years of American Evolution illustrated by the compass rose and the star and stripes. He further explained that the sub-headings bring visibility to Virginia's role in the creation of America through democracy, diversity and opportunity.

Delegate Cox then announced that a mix of 7 new classified and wage staff positions have been filled to join the 2019 team. He reported on the corporate sponsorship framework which is in final draft and added that early outreach is scheduled to begin in August. He stated that 2019 Commemoration, Inc., a newly approved 501(c)(3), has been approved by the IRS and the Board of Directors met for the first time in May to adopt by-laws. Lastly, he reported that a new Historians Advisory Group was created to advise the historical elements of the commemoration.

Co-Chair Cox called on presenters, Ms. Samantha Blackburn and Ms. Rachel Burgess, both from the Southeastern Institute of Research (SIR), to report on their firm's work on the consumer baseline awareness study.

IV. Contractor Report – Ms. Blackburn and Ms. Burgess – Southeastern Institute of Research

Ms. Burgess introduced the overarching goal of the awareness study, which was to establish a baseline measure of understanding of the 1619 historical events among millennials and to gauge their overall interest in participating in commemorative events offered in 2019. She then explained the reason why focusing on the millennial audience, individuals aged 18 to 36, was important. She stated that they are projected to represent the largest audience in 2019 compared to "Gen X" and "Boomer" categories.

Ms. Burgess identified the specific research objectives for the study. These objectives fell under three categories and included the following goals:

2019 Commemoration Steering Committee
Wednesday, July 20, 2016
DRAFT MINUTES

- Base-Level Topic Awareness and Familiarity: Assess awareness of and familiarity with 1619 events and the impact they had on shaping America;
- Perceptions and Misperceptions Surrounding 1619: Identify the perceptions—both positive and negative—related to the four defining events of 1619 and their implications for 2019 messaging and programming;
- Millennial Perspectives: Understand all of the above from Millennials’ perspective—Millennials in Virginia and Millennials across Virginia Tourism Corporation’s primary market areas.

Ms. Burgess explained the methods that the firm used to conduct the research. The firm used an online survey, which was created by SIR in partnership with 2019 staff. It was conducted from May 9–17, 2016. A research panel was then used for sampling, and over 800 completed responses were received. Two audiences were surveyed. These included millennials, aged 18 and over in Virginia, and millennials, aged 18 and over outside Virginia but within Virginia Tourism Corporation’s market area of North Carolina, D.C., Maryland, Ohio, Pennsylvania, and New York.

Ms. Burgess described how the respondents were screened to ensure the accuracy of the survey. The respondents’ ages were first verified to certify they fell into the millennial age category. They were then screened to confirm that they had a general interest in traveling more than 50 miles away for leisure, had traveled at least 50 miles away for leisure in the past 12 months, had some level of interest in traveling to historic or heritage sites, are the primary or shared decision-maker in vacation travel destinations, and are from key markets in Virginia, North Carolina, Washington D.C., Maryland, Ohio, Pennsylvania, and New York.

Ms. Burgess shared the survey findings with the committee. She explained that the study revealed that the majority of respondents, regardless of state of residence, view Virginia as integral in the formation of the United States. She added that while still low, awareness of 1619 historical occurrences is higher than anticipated. She highlighted that respondents inside and outside Virginia are most interested in attending events that commemorate the first English Thanksgiving, even though they believe all of the events are important, relevant, and appropriate to commemorate today. She also noted that the study revealed that the actual likeliness to attend is lower than it may first appear. She explained further that familiarity with the historical occurrences of 1619 and the planned events of the 2019 Commemoration significantly lifts the likelihood to attend.

Based on these results, Ms. Burgess recommended that the commemoration's focus should be first put on Virginia millennials followed by millennials outside of Virginia.

Following Ms. Burgess's presentation, the committee was offered an opportunity to provide input to the results of the study. The committee asked for clarification about specific elements of the research, including how the respondents were selected and how the research firm measured the level of interest potential respondents had in historical sites across Virginia.

Delegate Cox thanked Ms. Burgess and Ms. Blackburn for the work of their firm, and called on Dr. Sandra Treadway, Librarian of Virginia, and member of the 2019 Commemoration Impact of Women Committee, for her presentation.

V. Partner Presentations

A. Dr. Sandra Treadway – Library of Virginia

Dr. Treadway provided the committee with background information about the Library of Virginia. She highlighted the institution's extensive collection of materials on Virginia's government, history, and culture, and their strong record of partnerships with state and federal entities. She reminded the group of the Library's partnership with the 2007 Commemoration, Jamestown 400th, on the publication of *The Little Patriot, The Virginia General Assembly in the Seventeenth Century*, authored by 2019 Steering Committee member, Dr. Warren Billings. Dr. Treadway summarized the statewide collaborative work that the institution supported to digitize documents and images for the Civil War 150th sesquicentennial commemoration. This collection includes 34,402 scanned images in 1674 collections which can be accessed at www.virginiamemory.com. She also highlighted the collaborative project on a statewide digitization effort for the World War I and World War II Commemorations.

Dr. Treadway provided the group with an overview of potential projects that directly align with the themes of the 2019 Commemoration, democracy, diversity and opportunity, and the Library of Virginia's overall mission to foster learning experiences and encourage understanding of Virginia history. She underscored the ability of these projects to have legacy beyond the commemoration.

First, she reported on the *Women in Virginia Project*, whose elements

directly align with the “Impact of Women” theme for the 2019 Commemoration. This project will be a multi-year project that will roll out in phases. In 2018, the Library could support a *Women’s History Trail*, which is a crowd-sourced interactive trail that captures local histories of women statewide. In 2019, the Library of Virginia could foster the creation of a *Women in Virginia* website with extensive educational resources for use inside and outside classrooms around the state. For 2020, the 100th anniversary of the ratification of the 19th Amendment giving women the right to vote, the Library of Virginia plans to open an exhibition and create programming that is available statewide.

Next, Dr. Treadway detailed a project called *The New Virginians: 1619–2019 and Beyond*. This project would explore the diversity that exists across the state of Virginia and highlight the historical and continuous challenging journey towards the ideals of America. Elements of this program would include a community-curated exhibition, in advance of the 2020 census year, with programs available statewide using public library partners. These partners would offer not only a series of public programs but also a series of one-day teacher institutes throughout the state. Diverse communities from across the Commonwealth would be asked to participate in the creation of the exhibition and companion programming.

Finally, Dr. Treadway explained the opportunity for the Library to foster the creation of an *American Evolution Digital Trail Project*. This program would create a trail of 400 stories around historical sites across Virginia in collaboration with the Virginia Foundation for the Humanities. The goals of this project would inspire, educate and stimulate awareness of Virginia’s role in the creation of the United States and promote a deeper understanding of its history.

Following Dr. Treadway’s presentation, committee member, Dr. Newby-Alexander, asked if the Library of Virginia would continue developing resources for scholars. Dr. Treadway responded by assuring that the Library would bring in outside scholars for presentations as well as plan to create an e-format of the book [Changing History: Virginia Women Through Four Centuries](#) by Cynthia A. Kierner. Dr. Treadway added that a document bank with transcriptions was in the works in order to encourage accessibility to primary sources for all.

Delegate Cox thanked Dr. Treadway for her presentation and called on Dr. James P. Horn, President and Chief Officer of the Jamestown Rediscovery Foundation, for his presentation.

B. Dr. James P. Horn – Jamestown Rediscovery

Dr. Horn began his presentation by explaining the historic Jamestown site, identifying the properties located there, and by providing a general overview of his organization. He noted that Jamestown Rediscovery (Preservation Virginia) owned a significant portion of the historic site along with the National Park Service. He reminded the group that the sites host approximately 220,000 visitors annually, with over 400,000 visitors in 2007.

Dr. Horn provided the group with an overview of archeological projects currently underway at the historic site. He revealed that work was underway to excavate the site of the 1640's brick church as well as what is believed to be the 1617 church, both located beneath the 1907 memorial church. The 1617 church is understood to be the site of the first representative legislative assembly in English America in 1619. He shared with the committee a conjectural drawing of the 1617 church and detailed what is believed to be its dimensions. He reported that excavation has already begun along the North Wall of the Memorial Church this summer and that work will continue in phases over the next two years. The research from the project will result in a 3D digital reconstruction, using scrim lighting, within the walls of the 1907 church, and the creation of information panels for visitors, all slated for completion in 2019.

Dr. Horn spoke to the committee about a project in partnership with the National Park Service and Jamestown Rediscovery (Preservation Virginia) that researches and highlights the story of one of the early Africans in English North America, named Angela, and who was recorded in the first census of 1624-1625. It is believed that she traveled with the original group of Africans on the ship, *The Treasurer*. Dr. Horn stated that she arrived in Virginia in the spring of 1620 after spending more than six months in Bermuda. He added that her remains may be located at the site of William Pierce, a prominent planter in the 1620's, who describes Angela as a "servant" on his property. Dr. Horn emphasized the critical work of learning more about the early Africans and how their impact has shaped the country.

Lastly, Dr. Horn shared with the committee plans to develop yeast from the 400 year old well, found at the historic site during past excavations of a brewery, into a beer in collaboration with Virginia Commonwealth University and Hardywood Park Craft Brewery out of Richmond, Virginia. He also spoke about two books he is authoring that directly tie in to the themes of the 2019 Commemoration and are slated for publication: 1619: The Origins of American

Society and Law, Commonwealth, and Race: Essays on 1619, written in collaboration with Paul Musselwhite.

Delegate Cox thanked Dr. Horn, and called on Programs & Events Committee Chair, Ms. Jeanne Zeidler, for the Programs & Events Committee report.

VI. Programs & Events Committee Report

Ms. Zeidler thanked the co-chairs and members of the five thematic committees for making significant progress to define the top tier of events and legacy projects. She reported that the committee has narrowed the signature event concepts to 8 from an original list of 28 and identified at least 9 legacy projects. She also highlighted that the education programs will begin to take shape, thanks to early meetings to inform strategic planning. She emphasized that there are a number of partnership initiatives in development as staff has held over 40 meetings with partners to begin identifying potential projects for the commemoration.

She reported that the Programs & Events Committee met on June 23 in joint session with the Resources & Logistics Committee to review final recommendations from Spectra, the firm contracted to scope and assess signature events and programs for consumer and donor appeal. She underscored that the commemoration's programs and events are designed to raise visitation, enhance tourism, develop partnerships, and promote a deeper understanding of history across the Commonwealth, the nation and the world.

Ms. Zeidler asked Executive Director of the 2019 Commemoration, Ms. Kathy Spangler, to review signature events, legacy projects, and Programs & Events Committee Vice Chair, Mr. Frank Atkinson, to provide an overview of early education program development.

Ms. Spangler reviewed eight signature event concepts with the committee as well as highlighted opportunities for partnership on the programming. The signature event concepts include:

- Global Emerging Leader Summit
- “Grand” Assembly commemorating 1619’s First Representative Legislative Assembly
- The Idea of America

2019 Commemoration Steering Committee
Wednesday, July 20, 2016
DRAFT MINUTES

- 1619- *The Making of America* & African Arrival Day
- Cultural Arts Event(s)
- Women’s Monument at Capitol Square
- “Super Bowl” of Virginia University’s Entrepreneurship Contests
- America’s Original Thanksgiving – *Customs, Cultures and Cuisine Festival*

Vice Chair Atkinson informed the group that the educational programming for the commemoration was in early development. He reported that an educational roundtable in late April, engaging over 25 participants, was productive. The group echoed support for initial programming ideas such as student-centered contests in visual arts, music, dance, essays, poetry, and application design. He indicated that educator webinars, conferences and symposiums were also discussed as a way to support efforts across the Commonwealth to build a deeper understanding of 1619 historical events and support learning in and out of the classroom. He assured the committee that 2019 programming and learning objects would provide deeper understanding and engagement through access to primary sources, and would incorporate project-based learning trends, be interactive and hands-on.

Mr. Atkinson then described awareness-building initiatives for 2017 and 2018 that were discussed at the June convening of the Programs & Events Committee. He highlighted that digital platforms and social media strategies across all thematic areas would ensure contemporary relevance and a broad level of interest in the commemoration. He reported that over the next few months, Spectra and staff would be developing key media partnerships as well as specific awareness building strategies to promote the Commemoration and Virginia’s role in the creation of the United States. He asked the committee to consider being involved in planning for any specific event projects, programs or awareness-building strategies presented at today’s meeting.

Delegate Cox thanked Ms. Zeidler, Ms. Spangler and Mr. Atkinson for their reports and called on Chair Martin and Vice Chair Koonce for the Resources & Logistics Committee report.

VII. Resources & Logistics Committee Report

Chair Martin updated the committee on milestones met at two meetings

2019 Commemoration Steering Committee
Wednesday, July 20, 2016
DRAFT MINUTES

held since April. He reported that members provided important guidance to the contracted work; and, as a result, Otto Design + Marketing, of Norfolk, field-tested the initial brand options for the commemoration, and the brand “American Evolution” was accepted. Ion Design, a graphic design firm, of Frederick, Maryland, was enlisted to design the final logo which was later adopted by the Executive Committee in mid-June. Mr. Martin updated the committee on progress made on the 2019 website. He reported that Cineva, of Norfolk, has been building the initial site and confirmed the URL as **www.Americanevolution2019.com**.

Mr. Martin updated the committee on work accomplished by Spectra, of Philadelphia, in determining sponsorship levels and fundraising goals for the commemoration. At the joint convening of the Resources & Logistics and Programs & Events Committees, the group reviewed levels of engagement of prospective corporate donors and recommended flexibility in packaging and the need to tailor unique promotional opportunities for potential donor firms. Mr. Martin presented the committee with the cover draft of a sponsorship portfolio that will be completed over the next month. He announced that early outreach to existing sponsors will begin next month and the Corporate Sponsorship Launch event will be held in conjunction with the next Steering Committee meeting in the Capitol Rotunda in October.

Vice Chair Koonce reported to the committee that much progress has been made with regard to establishing the FY 17 budget. He informed the group that awareness building and program development totals 65% of allocated resources totaling \$2,531,630 and would include all of the contracts as well as tourism promotion, program grants & agreements. He added that total personnel expenses for both approved classified and wage positions totals 10% of the budget at \$955,016, and operating expenses would include items such items as technology, travel and administrative services and total \$384,495. He stated that leadership would review the budget on a quarterly basis to ensure stewardship of public resources.

Vice Chair Koonce spoke briefly about private funding, and reported that the Board of Directors of the 2019 Commemoration, Inc., met for the first time in May to adopt by-laws and review year-end budget projections. He informed the committee that a FY 17 private budget is in development based upon projected sponsorship revenue, adding that the funds would be used to support awareness building through sponsorship activation events as well as to advance the digital strategy.

Delegate Cox thanked Mr. Martin and Mr. Koonce for their reports and called on Executive Director, Ms. Kathy Spangler, for her update.

VIII. Director Update

Ms. Spangler began her presentation by thanking Delegate Cox, members of the executive committee, and the Co-Chairs of all the committees for their guidance, support and leadership. She reported that since the last meeting there has been an acceleration of critical planning and that many significant outcomes were accomplished through the efforts of committed leadership, contractors and support from the Jamestown-Yorktown Foundation. She added that the work to develop branded elements for the commemoration such as letterhead, style guide, business cards and other items to build the visual identity were in process.

She then introduced additional staff that have joined the 2019 office at the Jamestown-Yorktown Foundation. She reported that 7 new staff members were hired over the past month. These new employees and job titles are as follows:

- Associate Director of Marketing & Communications, Catherine Starzman (starting August 25th)
- Program Administration Manager, Diane Schwarz
- Office Manager, Christine Bata
- Partnership Mobilization Specialist, Amy Ritchie
- Education Specialist, Lindsey Horner
- Marketing & Communications Assistant, Sharon Worthy
- Administrative Assistant, Erica Carter

Ms. Spangler reported that four new contracts were in the process of being awarded. The first three would support the Commemoration launch event, African Arrival Day on August 20th, and the last contract would support early efforts to develop British engagement. She stated that 2019 Commemoration, Inc. was awarded its first grant from the Virginia Foundation for the Humanities (VFH) to support script writing for the documentary, *America 1619: The Year before the Pilgrims*. She informed the committee that a letter of support was also sent for another VFH grantee- Norfolk State University for a project entitled *The Changing Faces of Virginia: The Early Years*.

Ms. Spangler informed the committee that seven requests for proposals for

work during FY 17 are in the process of being released. She reminded the group that they are located in the eVA system and encouraged members to inform potential vendors interested in the work to submit proposals.

Ms. Spangler updated the committee on early partnership agreements in process to support program development. She reported on the progress made among the agency coalition partnership organizing the Commemoration launch and African Arrival Day Event on August 20th. She indicated that the City of Hampton, Fort Monroe Authority and the National Park Service have formed an Agency Coalition along with the 2019 Commemoration to produce the event. Ms. Spangler shared with the committee that the Jamestown-Yorktown Foundation will sail the Godspeed to Hampton for public touring and a special cannon firing to officially launch the commemoration, and that an additional Godspeed sail event will focus on sponsorship cultivation. She added that a 2019 reception will be held prior to the welcome ceremony on August 20th and encouraged committee members to consider attending.

Ms. Spangler thanked Phil Emerson and the Jamestown-Yorktown Foundation for all of the guidance and support during her first year on staff and thanked the original team of Jennifer Bommelje-Butler, Brady Cain and Stacey Grimsley for their commitment to the commemoration during the past year.

IX. Other Business

Co-Chair Cox announced the next Steering Committee meeting to be held in October 2016, followed by the sponsorship launch reception that all members are invited to attend. He informed the group that meetings of the Resources and Logistics and the Programs & Events Committees will take place this September. Finally, he added that meetings of the five thematic committees will meet later in the fall and winter.

Delegate Cox opened the meeting to public comment, but none were offered.

X. Adjournment

There being no further business, the July 20, 2016 convening of the 2019 Commemoration Steering Committee was adjourned at 2:55 p.m.