

2019 Commemoration Executive Committee
Monday, October 3, 2016
MINUTES

Members Present: Messrs. Atkinson (via teleconference line), Cox, Dendy, Koonce, Martin. Ms. Zeidler (via teleconference line).

Staff Present: Mr. Emerson and Ms. Spangler.

Others Present: Mrs. Cynthia Bailey, Assistant Attorney General, Commonwealth of Virginia.

I. Call To Order

Chairman Cox called the 2019 Commemoration Executive Committee meeting to order at 8:02 a.m. at McGuireWoods in Richmond, Virginia. He welcomed members, staff and guests in attendance. Having established a quorum, he proceeded with the meeting.

II. Action Items

a. Approval of May 19, 2016 minutes

Chairman Cox requested a motion for the approval of minutes from the May 19, 2016 meeting of the Executive Committee. Mr. Koonce moved and Mr. Martin seconded the motion to approve the minutes. Mr. Cox called for a vote and the motion passed.

Mr. Cox called on Ms. Spangler for the next item on the agenda.

b. Reimbursement Policy

Ms. Spangler reviewed the proposed reimbursement policy to clarify travel and per diem reimbursements for 2019 Commemoration volunteers and committee members. Mr. Dendy offered an amendment to allow for policy exemptions with the approval of at least one Steering Committee Co-Chair. Mr. Dendy moved approval of the policy which was seconded by Mr. Martin and the reimbursement policy with amendment was unanimously approved.

c. Funded Partnership Agreements

Mr. Cox then asked Ms. Spangler to review the recommendations for FY 17 funded partnership agreements with public agencies. Ms. Spangler presented

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three funded program grant partnerships for FY 17 that have been reviewed through the committee process, including:

- Library of Virginia to serve as lead curator of the American Evolution Digital Trail project; planning for a women's project; promotion through Library channels and at conferences; meeting room support for the commemoration and development of a concept for a "New Virginians" project.
- Virginia Foundation for the Humanities to serve as key partner curating 400 places of early Virginia history for the American Evolution Digital Trail project; support for Encyclopedia Virginia to identify additional African American places and stories in Virginia; promotion through VFH network and placement on 3 BackStory programs during FY 17.
- Virginia Tourism Corporation for tourism promotion including all VTC owned channels; development of a broadcast spot for placement in FY 18; promotion at VTC attended events and conferences; consultancy support for Public Relations, social media and sponsorship activation and, presence at various events including a new Native American Film Festival launching in 2016.

Mr. Emerson recommended that staff brief Delegate Jones on the Virginia Tourism Corporation partnership.

Mr. Cox called for a motion to approve staff recommended funded partnership grant agreements. Mr. Dendy moved and Mr. Koonce seconded the motion and upon voice vote, the motion passed.

Ms. Spangler then presented a recommendation for FY funded partnership contracts with non-profit agencies for FY 17 that have been reviewed through the committee process, including:

- Virginia Arts Festival for the first year of a three year agreement to co-sponsor two VAF events that will showcase 1619 cultures, provide educational outreach and, participate in a commissioned 2019 Commemoration dance in 2019; provide visibility throughout the entire VAF 2017 season.

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- Tom Tom Founder's Festival to support scaling the festival as a signature event for 2019; gain visibility among millennial audience.
- Montpelier Robert H. Smith Center to support the *We the People* program to support education and civic engagement among young people.

Ms. Spangler reported that through extensive efforts by the Jamestown-Yorktown Foundation working with the Attorney General's Office to ascertain the best mechanism for the provision of state funds to support these partnerships, the recommended approach would be to use sole source contracting for these three projects.

Mr. Koonce suggested that staff outline the unique attributes associated with each of the proposed projects and why the recommended organizations are uniquely qualified to provide the services outlined.

Mr. Dendy stated that he was not comfortable with using sole source contracting for such scopes of work, but would support given the recommendation of the Attorney General's office. He further stated that sole source contracting should not be used for additional partnership programs with non-profit partners.

Mr. Martin moved and Mr. Koonce seconded a motion to pursue the use of sole source contracting provisions of the Virginia Code for the three proposed funded partnership contracts with non-profits as presented and with the additional request to follow up with the Executive Committee on the topical areas and plans for the future. Mr. Cox called for a vote and the motion passed.

III. FY 18 Grant Program Strategy

Chairman Cox called for motion to convene the Executive Committee to a Closed Session, in accordance with the Freedom of Information Act, 2.2 3705.1 Paragraph 2, for "discussion or consideration of matters relating to advice of legal counsel". Mr. Martin made a motion which was seconded by Mr. Dendy and the motion to convene in closed session was unanimously approved.

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Ms. Spangler presented material related to FY 18 program grants to non-profits and Mr. Cox asked for the input of Assistant Attorney General, Cynthia Bailey, to advise the Executive Committee.

Cox called for 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.

Mr. Koonce made motion, Mr. Dendy seconded the motion, and by roll call vote all Executive Committee members present, Messrs. Atkinson (via conference line), Cox, Dendy, Koonce, Martin, and Mme. Zeidler (via conference line) certified the motion.

IV. Fundraising Discussion

Chairman Cox called for motion to convene the Executive Committee to a Closed Session, in accordance with the Freedom of Information Act, Executive Session (Code of Virginia 2.2-3711 A9) "gifts, bequests and fundraising activities". Mr. Martin made the motion which was seconded by Mr. Koonce and the motion to convene in closed session was unanimously approved.

Mr. Koonce reported on the 2019 Commemoration, Inc. fundraising plans.

Chair Cox called for 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. Mr. Koonce made motion, Mr. Dendy seconded the motion, and by roll call vote all Executive Committee members present, Messrs. Atkinson (via conference line), Cox, Dendy, Koonce, Martin, and Mme. Zeidler (via conference line) certified the motion.

V. Other Business

a. Budget Reduction/FY 18 Amendment Schedule

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Mr. Emerson reported that the 5% target for budget reduction process will continue through October. Both the Jamestown-Yorktown Foundation and the 2019 Commemoration sub-agency have submitted their recommended reductions.

Any requests for budget amendments must be submitted by October 6, 2016 with final submission by October 8, 2016.

Agency heads will learn about FY 18 budget guidance in mid-October with October 25th as the deadline for FY 18 budget reduction submissions. All FY 18 reductions will be finalized by October 31, 2016.

b. October 25 events

Ms. Spangler reported that the Steering Committee meeting will be held from 2:00 – 4:00 pm and Ms. Rita McLenny of the Virginia Tourism Corporation and Mr. Paul Beyer of the Tom Tom Founder’s Festival will be guest speakers.

She added that a launch reception will be held following the Steering Committee meeting on the second floor of the Capitol to kick off the 2019 Sponsorship Campaign.

c. London Trip (Nov. 28 – Dec. 2)

Ms. Spangler reported that plans are moving forward for the November 28-December 2, 2016 trip to London. Confirmed members attending include Messrs. Atkinson, Cox, Dendy, Nardo and Mme. Spangler as well as consultant Mr. Mann.

Ms. Spangler also reported that official letters of invitation have been sent to the proposed Honorary Chair and leadership will be following up to reinforce the invitation.

Ms. Spangler also noted that the quarterly staff report was included in the meeting packet and invited members to offer guidance regarding partners to reach out to and progress overall.

Mr. Dendy offered special thanks to Ms. Bailey for attending the meeting and for providing counsel to the Executive Committee during Executive Session.

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Mr. Martin offered a suggestion to consider how we also profile inclusion as part of the diversity theme and all agreed to discuss at a future meeting.

VI. Adjournment

There being no further business before the Executive Committee, Mr. Cox called for a motion to adjourn. A motion was offered by Mr. Koonce and was seconded by Mr. Dendy. The motion carried and the meeting was adjourned at 9:17 am.