

2019 Commemoration Steering Committee
Tuesday, October 25, 2016
FINAL MINUTES

Members Present: Messrs. Adkins, Cox, Dendy, Fleet, Hood, Horn, Jordan, Koonce, Martin, McDougale, Nardo, Oder, and Woodlief. Mmes. Cross, Gerdelman, Schaar, Stone, Trent, Whipple and Zeidler.

Members Absent: Messrs. Ashworth, Atkinson, Billings, Brown, Cantor, Casteen, Connock, Duffey, Jones, Lemons, Nelson, Norment, Reiss, Stolle, Stoney, and Watkins. Mmes. Campbell, Comstock, Hall, Kilberg, Locke, McAuliffe and Newby-Alexander.

Other 2019 Committee Members Present: Messrs. Albrigo, Allen, Lloyd and Stewart. Mmes. Allen, Agelasto, Hicks-Thomas and Myers.

Guests Present: Mr. Paul Beyer, Founder and Director of the Tom Tom Foundation and the Tom Tom Founders Festival; Ms. Rita D. McClenny, President and CEO of the Virginia Tourism Corporation.

Staff Present: Mr. Emerson. Mmes. Berry, Bommelje-Butler, Horner, Milligan, Ritchie, Schwarz and Spangler.

Others Present: Ms. Barbara Batson, Library of Virginia; Ms. Celia Castleman, Tom Tom Founders Festival; Mr. Neal Piper, Presidential Precinct; Mr. Mitchell Rosenfeld, Virginia Tourism Corporation, and Catherine Wyatt, Library of Virginia.

I. Welcome and Call to Order

Co-Chair Cox called the 2019 Commemoration Steering Committee meeting to order at 2:08 p.m. He welcomed all those in attendance including guest speakers and staff. He welcomed Secretary of Education, Ms. Dietra Y. Trent, who was attending her first 2019 committee meeting since her appointment. Delegate Cox welcomed members of the 2019 Commemoration thematic committees in attendance:

- From the First Representative Legislative Assembly Committee, Former Governor & U. S. Senator George Allen.
- From the Impact of Women Committee, Ms. Betsy Agelasto, Ms. Lisa Hicks-Thomas, and Ms. Ashley Myers.
- From the First Thanksgiving Committee, Dr. Warren Stewart.
- From the Entrepreneurialism & Innovation Committee, Mr. Preston Lloyd, and Mr. Ed Albrigo.

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Delegate Cox acknowledged members of the public in attendance and announced an opportunity for public comment at the end of the meeting, immediately before adjournment, and invited those interested to register.

Co-Chair Cox stated that the purpose of today's agenda was to bring the committee up-to-date on significant planning milestones achieved since the last meeting in July. He announced two presentations. First, Mrs. Rita D. McClenny, President and CEO of the Virginia Tourism Corporation, would speak to the committee about tourism promotion efforts for the commemoration. He stated that the group would also have an opportunity to learn more about the Tom Tom Founders Festival, from Director, Mr. Paul Beyer. He added that the festival would serve as the foundation for the entrepreneurialism and innovation signature strategy.

Delegate Cox reported on the October 3rd convening of the 2019 Executive Committee. He noted that the group reviewed and updated the travel reimbursement policy at this meeting. He added that the new policy clarifies that travel and per diem reimbursements would not be provided to committee members regardless of service on the Jamestown-Yorktown Foundation Board. He also reported that the committee took action to approve the FY 17 funded partnerships for program development and adopted the recommendation of the Resources & Logistics Committee for the sponsorship strategy.

II. Approval of Minutes

Co-Chair Cox called for motion to approve the minutes from the July 20, 2016 meeting of the 2019 Commemoration Steering Committee. Mr. Martin made motion which was seconded by Ms. Stone, and the minutes were unanimously approved.

III. Partner Presentation – Ms. Rita D. McClenny

Co-Chair Cox called on Ms. Rita D. McClenny of the Virginia Tourism Corporation (VTC) for her presentation. Ms. McClenny began by emphasizing her excitement for the emerging partnership between VTC and the 2019 Commemoration. She added that her organization is looking ahead to the activation phase of the partnership and to building out tourism promotional initiatives that would raise visitation across the Commonwealth.

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Ms. McClenny explained to the committee how VTC would promote the Commemoration throughout Virginia. She stated that VTC would accomplish the following:

- Leverage existing owned, paid, and earned media resources to support the 2019 Commemoration including posting 2019 Commemoration video and imagery on Virginia is for History Lovers website.
- Feature 2019 Commemoration activities in History eNewsletters and trade blogs to travel trade leaders, meeting planners, and sport event rights holders.
- Create an interactive landing page on www.virginia.org specifically for the 2019 Commemoration.
- Feature 2019 events/programs on *Virginia is for History Lovers* website and all events (suggested itineraries) on www.Virginia.org
- Feature 2019 Commemoration in 2018 and 2019 Virginia Travel Guide.
- Leverage Virginia events and destinations that focus on history and millennials for promotional outreach.
- Support 2019 Commemoration efforts to develop a multi-faceted social media strategy targeting millennials.
- Create and produce a signature 30 second broadcast spot about the 2019 Commemoration.
- Work directly with the 2019 Commemoration public relations agency of record to develop an actionable earned media plan.
- Provide consultation, construction, planning, and launch of a 13 Colonial Capital Tour.

Ms. McClenny then explained to the group how VTC would promote the 2019 Commemoration through the following activations:

- Promotion of 2019 programming to trade blogs and travel trade leaders attending meetings, groups, and sport shows that VTC attends.
- Promotion of 2019 Commemoration programs during IPW 2017 International Trade Show in Washington D.C.
- Brochure and ad panel space at all state welcome centers.
- Co-sponsor the first Native American Film Festival w/First

Thanksgiving on Capitol Square.

Co-Chair Cox thanked Ms. McClenny for her presentation and called on Chair Martin and Vice-Chair Koonce for the Resources & Logistics Committee report.

IV. Resources & Logistics Committee Report

Chair Martin began his report by updating the committee on the accomplishments of the last Resources & Logistics Committee meeting held on September 13th. He summarized the contract work to date. He noted the six contracted projects establishing the initial foundation for the commemoration for FY 16. They included:

- Branding & Visual Identity
- Logo Design
- Sponsorship Framework
- Website
- Baseline Millennial Awareness Survey
- Programs & Event Scoping

Mr. Martin added that three contracts were executed and one program grant was awarded to support the Commemoration Launch and African Arrival Day event on August 20, 2016 at Fort Monroe. He added that private sources have been used to support the development of the British engagement strategy through a contract with Mr. H. Edward Mann. He then mentioned that both public and private sources were being used to finance the evening's sponsorship launch reception.

Chair Martin underscored that work is underway to finalize eight publicly funded contracts for FY 17 that would include:

- Education Content Development and Distribution - WHRO
- Website Management - Cineva
- Graphic Design - Polizos & Company
- Multi-Media Asset Development - Orange Frame
- Public Relations - Finn Partners
- Corporate Sponsorship Activation - In Final Negotiation
- Millennial Strategy - RFP scheduled for release November 1st

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He then added that private funding would support the Corporate Sponsorship Sales contract with the firm Spectra, of Philadelphia. He finished his report by stating that the total projected expenditures for contracts during FY 17 include \$1,800,000 of public funding and \$250,000 of private funding.

Chair Martin asked Resources & Logistics Committee Vice-Chair, Mr. Paul Koonce, to report on the corporate sponsorship sales strategy.

After thanking Mr. Martin for his report, Vice-Chair Koonce began his presentation by highlighting elements of a close-out meeting with vendor, Spectra, of Philadelphia, on the Sponsorship Framework and Programs and Events contract. He emphasized that the conclusion of this work marks a pivot from planning to actively launching fundraising efforts to support the aspirations of the commemoration. He noted that in addition to 8 signature events and 9 legacy projects, the Spectra's final report highlighted early development concepts for education programs, potential partnership opportunities, and awareness-building projects for 2017 and leading up to 2019.

Mr. Koonce reported that the Resources & Logistics Committee reviewed the sponsorship framework at the September 13th convening and approved the following categories:

- 8-13 Founding Partners
- 5-7 Virginia Colony Partners
- 5-7 Presenting Partners
- 5-10 Associate Partners
- 5-10 Small Business Partners

He added that the committee also assessed the sponsorship benefits for each of the categories as well as marketing strategies, prospects, and timeline for sponsorship recruitment.

Vice-Chair Koonce then updated the committee on the first cultivation event, held on August 19th, which included a special sail on the Godspeed that Virginia Governor McAuliffe and First Lady Dorothy McAuliffe attended. He noted that 8 companies were represented on the sail.

He finished his report by making remarks on the evening's sponsorship launch event. He stated that work was well underway to reach out to companies to discuss sponsorship opportunities. He highlighted that an estimated 16

company representatives would be in attendance at the evening's reception and added that the overall attendance at the event would be around 136 guests. He noted that a 2019 Commemoration video would be premiered and that a rotating slide deck describing each of signature events and legacy projects would be played for the guests. Lastly, Mr. Koonce invited committee members to wear a cloisonné American Evolution pin at the evening's event designating them as a 2019 leader.

V. Partner Presentation – Mr. Paul Beyer

Co-Chair Cox thanked Mr. Martin and Mr. Koonce for their report and called on Mr. Paul Beyer, of the Tom Tom Founders Festival, for his presentation.

Mr. Beyer began his presentation by describing the Tom Tom Founders Festival as a music and art innovation festival held yearly in April in Charlottesville, Virginia, America's founding city, and based on the legacies of Thomas Jefferson. The objective of the festival is to highlight entrepreneurialism and industry in Virginia through a grass-roots effort. He noted that the festival has attracted approximately 128,000 attendees, 350 speakers, 300 music groups and generated approximately \$2.8 M in grant funding over the last five years. He highlighted that in 2016, the festival attracted nearly 38,200 attendees and generated approximately \$2.4 M in economic impact for Charlottesville. Mr. Beyer emphasized that economic development is at the core of the Tom Tom Founders Festival which makes the event unique.

Mr. Beyer then reported on planning for the 2017 Tom Tom Founders Festival. He noted that Ting Xu, founder of Evergreen Enterprises and owner of the company, Plow and Hearth, is slated to be the keynote founding story presented at the 2017 festival. Mr. Beyer finished his presentation by summarizing plans for three summits that would take place in 2017:

- Virginia Founder's Summit
- Youth Summit
- Hometown Summit

VI. Programs & Events Committee Report

Co-Chair Cox thanked Mr. Beyer for his presentation and called on Chair of the Programs & Events Committee, Ms. Jeanne Zeidler, for her update.

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Chair Zeidler updated the committee on work accomplished at the September 21st convening of the committee. She noted that the group discussed that planning efforts would shift from identifying core programs and events to planning for implementation and impact. She added that staff, partners, and thematic committees would now begin finalizing details for each of the events and programs so that promotion of them across numerous channels can start in early 2017.

Ms. Zeidler provided the committee with an overview of partnership development to date. She underscored that key partnership development around legacy projects and signature events is a priority. She noted that a listing of the core partners was in the meeting materials and emphasized that this listing would continue to expand as events, programs, and projects are further detailed over the next three months. She then detailed FY 17 funded partnerships which are being established with organizations and which have been recommended by committees. These include:

- Virginia Tourism Corporation for tourism promotion
- Library of Virginia for the Digital Trails Project and related activities.
- Virginia Foundation for the Humanities for the Digital Trails Project and related activities.
- Tom Tom Founders Festival to develop the signature event profile.
- Virginia Arts Festival to initiate a three year partnership that results in a newly commissioned work for 2019 encompassing 6 performing groups and focused on the original 3 cultures.
- We the People to support school based civics education competition in January 2017.

Chair Zeidler announced that The National Conference of State Legislatures is the commemoration's first national partner and noted their assistance in engaging participation from all 50 states in the International Forum on the Future of Democracy. She added that the group would also assist with programs and events during the American Evolution™ Capital Tour of the original 13 colonies.

Ms. Zeidler reported that as a result of staff reaching out to leading civil rights organizations this summer, the National Urban League would assign a liaison to the commemoration. She noted that the goal is to engage a total of 5 – 10 national partners.

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Chair Zeidler summarized the commemoration's awareness building efforts that will continue over the next several weeks. She stated that staff will have a presence and promote the Commemoration at the following events:

- Virginia Association of Museums workshop in Richmond on Commemorative Collaborations.
- Virginia Thanksgiving Festival at Berkley Plantation.
- Harvest Celebration on Saturday, November 12th at the Kimball Theater in Merchant Square during a showing of the "The First Official Thanksgiving" Documentary.
- Virginia-1 Tourism Summit, November 13 – 15.
- Foods & Feasts event at Jamestown-Yorktown Foundation over Thanksgiving weekend.

Ms. Zeidler then updated the committee on educational developments for the commemoration. She reported that efforts to develop the Commemoration's K-12 educational programming as well as the post-secondary programs and scholarly efforts are now in development. She added that outreach to education partners and efforts to define the short and long-term goals of the Commemoration's education strategy, would be finalized by the end of this year. She noted that the educational production contract was awarded to WHRO and the official launch meeting occurred last week. Ms. Zeidler explained that the first deliverables would be short, innovative video summaries of the historical events that align with state and national standards, as well as the production of audio readings of primary sources commonly used in elementary and secondary schools. She noted that these products would be available on various digital media sites including the American Evolution™ website with accompanying lesson activities. She finished by stating that the target date for these initial products is May 2017 and they will be used for promotion at various conferences and back-to-school professional development sessions for teachers and education professionals.

Chair Zeidler reported that staff is also engaging a consultant to inform the Commemoration's educational strategy for both K-12 and postsecondary academic audiences. She added that the goal would be to design educational programs that incorporate, support, and enhance signature events and legacy projects. Ms. Zeidler noted that plans are underway to re-convene an educational roundtable over the next two months to further define the strategy. To that end, she emphasized that the goal for the commemoration's educational program would be to create a uniquely digital experience. She assured the group that work would continue with key partners to develop digital tools that support teachers

and emphasize the themes and events of the Commemoration. Regarding the postsecondary education strategy, Ms. Zeidler noted that it would be defined by the end of the year.

Ms. Zeidler updated the committee on the British Strategy and reported on a productive meeting with the British Ambassador to the United States, Sir Kim Darroch, in Washington D. C. She noted that Ambassador Darroch was engaged and not only offered insights and suggestions, but also was willing to circulate a letter to key stakeholders including the Prime Minister's office, leaders in Parliament and with the Royal Family. She reported that a group of commemoration representatives would travel to London in late November to meet with leaders of parliament, the British government and the Royal Family. This trip would be supported by private funding resources.

Ms. Zeidler finished her report by announcing upcoming thematic committee meeting dates. She noted that these meetings would include key partners and would serve as work sessions to detail signature strategies for the commemoration. She thanked the group for their leadership, support, and active participation in the next round of meetings.

VII. Executive Director Update

After reviewing the packet materials with the committee, Ms. Spangler emphasized that much progress has been made over her 14 month tenure as Executive Director of the 2019 Commemoration. She then reminded the committee that just 26 months remain until January 2019, and announced there was still much work to be done. She thanked Delegate Cox and members of the Steering Committee, thematic committee members, and guests for all of their leadership and support over the past year.

Ms. Spangler then reported on the Commemoration's official launch event, held on August 20th, during African Arrival Day at Fort Monroe. She thanked Fort Monroe Authority, especially Mr. Glenn Oder and his team, for their efforts to host the event, and the City of Hampton and the 2019 Commemorative Commission, who supported the event planning and execution. She also thanked the National Park Service and Mr. Terry E. Brown for support throughout the planning process and the Jamestown-Yorktown Foundation for allowing the Godspeed to sail majestically in the harbor. She recognized Project 1619 for producing the commemorative ceremony and thanked the co-chairs of the 2019 First Africans to English North America Committee, Ms. Jackie Stone and Ms.

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Cassandra Newby-Alexander for media representation and for securing a letter from President Obama that was read at the event. Finally, she thanked those committee members in attendance.

Ms. Spangler then reported on the recent onboarding of three new staff members:

- Associate Director of Marketing and Communications – Yuri Milligan
- Program Assistant – Events and Stewardship – Ann Berry
- Administrative Assistant - Catherine Williams

Ms. Spangler underscored that finalizing signature events and legacy projects, hiring staff, executing numerous procurements, developing key partnerships, and planning two launch events were priorities since July. She added that the team is now looking toward developing detailed plans over the next two to three months. She explained that the planning approach would be organized around 8 signature strategies with each strategy composed of six key planning elements ensuring that an integrated and scalable commemorative program is developed.

Ms. Spangler then detailed top priorities for the next six months which would include securing five lead sponsorships and strong British engagement, launching a comprehensive educational program plan, and a comprehensive marketing & communications plan, completing a 2017-2019 schedule of programs, events, and projects, launching a promotional outreach plan and a sponsorship activation program, and making significant progress on each signature strategy. She summarized by stating that the next six months would show progress in resource development, partnerships, program planning, and promotion. She also noted that she is looking forward to working with the committee and their organizations to lift up this work.

The committee then posed questions and offered comment about the planning work ahead. Committee member, Professor Ervin Jordan Jr., asked how historians can be involved in the planning efforts. Ms. Spangler assured him that the Historian Advisory Council would be engaged at various touchpoints during planning to ensure that the 1619 history is represented accurately and is relevant to millennial audiences. Committee member, Dr. James Horn, challenged the group to think about ways to bring all the commemorative programming together into one compelling statement a “tee-shirt statement”, one that resonates nationally with multiple audiences. Ms. Spangler stated that a public relations

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and marketing strategy would be critical in order to successfully brand the identity of the commemoration. Committee member, Mr. Paul Koonce, thanked Ms. Spangler and her staff for work to date and urged the group to remain engaged moving forward to help focus the framing of events out of the current abundance of ideas. Chief Stephen Adkins reminded the committee that women were in Virginia long before the English women arrived and that we should consider engaging with events being planned for 2017 to mark the 400th anniversary of Pocahontas' burial in England.

VIII. Other Business

Delegate Cox thanked the committee for their leadership and participation. He reminded the group of the reception that would begin at 5:00 pm in the Capitol Rotunda. He requested that the committee gather for a group photo immediately following adjournment, and offered members an opportunity to participate in a private tour and talk about the history of the Capitol building and its spaces with Capitol Tour Guide, Mr. Mark Greenough.

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

IX. Adjournment

There being no further business, the October 25, 2016 convening of the 2019 Commemoration Steering Committee was adjourned at 3:29 p.m.