

**VIRGINIA WORLD WAR I AND WORLD WAR II COMMEMORATION  
COMMISSION**

The Honorable M. Kirkland Cox, Chairman

Meeting Summary

March 28, 2017

10:00 a.m.

Members present: Delegate M. Kirkland Cox (chair); Senator Frank M. Ruff, Jr. (vice-chair); Delegate Richard L. Anderson; Delegate John M. O'Bannon; Delegate Marcus Simon; Clay Mountcastle; BG John Mountcastle (USA, Ret.); John L. Newby II.

Chairman Cox called the meeting of the Virginia World War I and World War II Commemoration Commission (Commission) to order.

**Staff report and program updates**

*Cheryl Jackson, Executive Director*

*Lily Jones, Research Associate*

Ms. Jackson provided updates on a number of programs:

**WWI and WWII Tourism Marketing Grant Program**

The second round of grants yielded eight applications. The following were presented with recommendation to approve:

**1. Lead partner: Fauquier Historical Society/Fauquier History Museum at Old Jail**

**Project name:** *Honor our vets...Lest we forget: Preserving World War Legacies in the Piedmont*

**Award amount:** \$992; Amount of match from recipient and partners: \$997

**Summary:** The project will spotlight local men and women who played a part in both of the world wars in Fauquier and Orange Counties. Partnership includes the Fauquier History Museum, the Cold War Museum, and the James Madison Museum, whose combined ability to advertise each element of the overarching program (Lest We Forget) will draw visitors to different locations and showcase the beauty and diversity of the area.

**2. Lead partner: Alleghany Highlands Chamber of Commerce and Tourism**

**Project name:** *Marketing the Profiles of Honor Tour*

**Award amount:** \$750; Amount of match from recipient and partners: \$750

**Summary:** The grant will bring awareness to WWI and WWII by funding advertising for the Profiles of Honor Mobile Tour that will be in Clifton Forge at the Stars and Stripes Celebration on July 3 and July 4, 2017.

**3. Lead partner: Historic Smithfield**

**Project name:** *Swinging to the 40s and Veterans Salute with Profiles of Honor*

**Award amount:** \$984; Amount of match from recipient and partners: \$984

**Summary:** Historic Smithfield, the Montgomery County WWI/WWII Commemoration Committee, the Montgomery County Tourism Office, and supporting partners request marketing funds to advertise a special educational event entitled "Swinging to the 40s Big Band Concert and Veterans Salute" with the Profiles of Honor exhibit on September 24, 2017.

**4. Lead partner: National D-Day Memorial Foundation**

**Project name:** *73rd Anniversary of D-Day Commemoration*

**Award amount:** \$3,150; Amount of match from recipient and partners: \$3,150

**Summary:** Funds will be used for marketing the 73rd commemoration of the D-Day Invasion, with a ceremony honoring the surviving veterans and those who made the ultimate sacrifice. Speaker will be Jerry Yellin, the pilot who flew the final combat mission of WWII. [Conditions apply]

**5. Lead partner: South Boston-Halifax County Museum of Arts and History**

**Project name:** *Halifax County in a World at War*

**Award amount:** \$1,500; Amount of match from recipient and partners: \$2,000

**Summary:** The intended outcome is to promote the initial phase of an exhibit series hosted at the South Boston-Halifax County Museum of Fine Arts and History related to the historic impact of WWI and WWII. [Conditions apply]

**6. Lead partner: Virginia Arts Festival**

**Project name:** *Virginia International Tattoo Commemorates World War I Centennial*

**Award amount:** \$5,000; Amount of match from recipient and partners: \$209,579

**Summary:** The Virginia International Tattoo is partnering with the United States WWI Centennial Commission to present a special edition of the annual Virginia International Tattoo in 2017 that commemorated the WWI centennial. Performers from countries that participated in WWI will be featured, including Australia, Canada, France, New Zealand, the United Kingdom, and the United States. WWI-era music will be featured in the Tattoo.

**7. Lead partner: Vint Hill Entertainment**

**Project name:** *Inn at Vint Hill Website Redevelopment and Marketing Plan*

**Award amount:** \$5,000; Amount of match from recipient and partners: \$5,000

**Summary:** The Vint Hill Tourism Marketing Project would apply commission funds to the development of a new website for the Inn at Vint Hill, which will begin offering overnight accommodations in the fall, and online advertisement purchases to market the Inn and its historical connection to WWII during the 75th anniversary year. The U.S. Army purchased Vint Hill Farms in 1942 and turned the property into a military listening station used to intercept and decode radio transmissions from Europe and the Pacific theater.

Another application was presented but not recommended for approval. Senator Ruff moved to accept the recommendations as presented. Delegate O'Bannon seconded the motion, and it passed unanimously.

To date, 16 grants have been awarded, totaling \$57,456, which has been matched by \$274,227 from 68 partners. It is anticipated that there will be three additional rounds of grants in 2017. The next round opens in early April.

**Logo requests**

Commission staff recommended approval of seven requests, out of six applications received since the last meeting, for use of the Commission's logos in promoting local WWI and WWII initiatives. The Commission reiterated its policy that the logo not be used in connection with a commercial endeavor.

Delegate Anderson moved to approve the requests. The motion was seconded by Delegate O'Bannon and passed unanimously.

### **Profiles of Honor Tour**

Ms. Jackson updated the Commission on the *Profiles of Honor Tour*, which began its statewide tour in earnest on March 4. In its first few weeks, it has participated in seven events across six localities and served as the centerpiece for several commemorative ceremonies for WWII veterans. Altogether, 1,454 visitors have toured the exhibit. More than 50 events are scheduled for 2017.

### **Events marking the 100th anniversary of the U.S. entry into WWI**

Ms. Jackson provided an update on the Commission's events taking place to commemorate the 100th anniversary of the U.S. entry into WWI. On April 6, 2017, there will be a commemorative program at the Richmond Carillon with keynote speaker Dr. Lynn Rainville, marking the 100th anniversary of the U.S. entry into WWI. In addition, the Commission is partnering with the Virginia National Guard (VNG) to present the WWI Speaker Series, with dates and locations proposed for Bedford in March, Richmond in April, Newport News in May, and Farmville in June. The VNG will also present the Military Ball of Virginia on April 29, 2017, in partnership with the Commission, and will mark the occasion.

### **Battle of Midway 75th anniversary symposium and Navy events**

Plans continue to develop for "The Tide Turns," a Battle of Midway 75th anniversary symposium taking place on June 2, 2017, from 9 a.m. to 4 p.m., in partnership with the MacArthur Memorial and the Hampton Roads Naval Museum. The symposium will be free and open to the public and will feature speakers Elliot Carlson, Anthony Tully, Ronald Russell, and Timothy Orr. An invitation-only evening reception will follow for members of the U.S. military, board members from the Hampton Roads Naval Museum and MacArthur Memorial, Commission members, NATO representatives, local and state representatives, and representatives of the Cities of Norfolk and Virginia Beach.

On Monday, June 4, Commander, Naval Air Force U.S. Atlantic Fleet will host a commemoration of the Battle of Midway at the Virginia Beach oceanfront, in partnership with the Hampton Roads Naval Museum, the Virginia Beach Convention and Visitors' Bureau, and other organizations. The event will include a flyover by F/A-18 Super Hornets, weather permitting. Commission members are invited to attend both events.

### **WWI and WWII Statewide Teacher Symposium**

Ms. Jones provided an update on the 2017 WWI and WWII teacher symposium. Programs will take place on June 27 at the Edith Bolling Wilson Museum and Birthplace in Wytheville; on June 28 at the Historic Masonic Theatre in Clifton Forge; on July 11 at the MacArthur Memorial in Norfolk; on July 12 at the Virginia Historical Society in Richmond; on July 18 at Bedford Elementary School, near the D-Day Memorial in Bedford; on July 19 at

Longwood University in Farmville; on July 25 at the Museum of the Shenandoah Valley in Winchester; and on July 26 at the Fredericksburg Area Museum in Fredericksburg.

Each program will include a WWI morning overview and WWI breakout sessions, a WWII afternoon overview and WWII breakout sessions, and a tour of a local museum. Museums from around the state will present education programs at each event, and information will be available on the Commission's *Profiles of Honor Tour*.

Online teacher resources for WWI have been added to the Commission's website, and WWII web resources are in development. Online registration is open and sessions are filling quickly.

### **Virginia International Tattoo, Virginia Arts Festival**

*Scott Jackson*

Scott Jackson, Producer/Director of the Virginia International Tattoo, invited members to attend the 2017 Virginia International Tattoo and displayed a video presentation on the event. This year's event focuses on commemorating WWI and takes place from April 27 to April 30 in Norfolk.

### **Other business**

The next meeting of the Commission will be held on July 13 at 10:00 a.m. in House Room 1, State Capitol. There being no further business, the meeting was adjourned.