

VIRGINIA WORLD WAR I AND WORLD WAR II COMMEMORATION COMMISSION
The Honorable M. Kirkland Cox, Chairman
Meeting Summary
July 13, 2016
1:00 p.m.

Members present: Delegate M. Kirkland Cox (chair); Senator Frank M. Ruff, Jr. (vice chair); Delegate Richard L. Anderson; Delegate John M. O'Bannon; Senator Bryce Reeves; Delegate Marcus Simon; John W. Mountcastle; Clay Mountcastle

Chairman Cox called the meeting to order and welcomed Clay Mountcastle, the new director of the Virginia War Memorial, who succeeds Jon Hatfield as an ex officio member of the Commission.

Staff Reports

Cheryl Jackson, Executive Director

Ms. Jackson provided updates on a number of programs.

"Welcome Home, Dr. Heilman" Event

The Commission joined with the Virginia War Memorial on May 25, 2016, to host an event to welcome home Dr. Bruce Heilman, World War II veteran and Chancellor of the University of Richmond, as he returned to Richmond following a month-long motorcycle ride across the country to raise awareness of the 75th anniversary of the attack on Pearl Harbor and the U.S. entry into World War II. Chairman Cox presented Dr. Heilman with a commendation from the General Assembly at the event, which included a motorcycle parade across the Lee Bridge.

WWI/WWII Tourism Marketing Grants Open

The first round of the WWI/WWII Tourism Marketing Grant program opened on June 30, and applications will be accepted through August 31. Chairman Cox requested that Clay Mountcastle serve on the grants review team, along with Commission and Virginia Tourism Corporation (VTC) staff. The grant provides up to \$5,000 on a 1:1 matching basis to organizations for marketing related to the 100th anniversary of World War I and the 75th anniversary of World War II. Members were asked to encourage applications within their constituencies.

Locality and Partner Outreach

Commission staff has been holding information sessions across the state to bring together and share information with local planning partners. Sessions have been held in Richmond, Bedford, Norfolk, Winchester, Blacksburg, Prince William County, and Newport News. Hundreds of partners are now working with the Commission, including representatives from nearly every local government and the Virginia Association of Museums, Virginia National Guard, Joint Leadership Council, Keep the Spirit of '45 Alive Coalition, U.S. WWI Centennial Commission, and many more organizations.

Website and Marketing Partnerships

An interactive map has been added to VirginiaWorldWarI.org and VirginiaWorldWarII.org, which will enable online visitors to easily browse and plan visits to related museums and historic sites in the state. Local partners are submitting information to the Statewide Calendar of Events, which has already highlighted more than 80 events.

VTC Partnership: Welcome Center Signs, Virginia Travel Guide, Save the Date Distribution

In partnership with the VTC, signs have been placed in each of Virginia's Welcome Centers with the Commission's logos and website addresses. More than 2.5 million visitors pass through the Welcome Centers each year, all of whom can easily see the signs and visit the websites for information. Printed materials will be developed to accompany the signs, but members agreed that rack cards that draw visitors to the website are preferable to driving brochures, which provide more detailed site location information that can quickly become outdated.

In addition to the logo signs, more than 11,000 Save the Date cards are being distributed at the Welcome Centers, inviting visitors to participate in the Tribute to WWII Veterans that will be held on December 8, 2016. The Commission will also have placement in the 2017 Travel Guide.

Logo Approval Process

Partners are beginning to request use of the Commission's logo for affiliation with programs and special events. The Commission agreed to the following logo approval process: Partners submit a logo application to staff, which review the application and request any follow-up information that may be needed. If the request appears to be in order and supports the Commission's goals for logo usage, the Executive Director may grant provisional approval to the applicant and allow use of the logo. If an application is in question, the Executive Director will defer provisional approval, and the Commission will consider the application at its next regularly scheduled meeting. The Commission will review requests (both those that have received provisional approval and those that have been deferred) and grant final approval for logo use.

Staff presented the following logo requests, which have received provisional approval. Delegate Anderson made a motion that the logo requests receive final approval. The motion was seconded by Senator Reeves and passed unanimously.

1. Pulaski County Courthouse Exhibits Committee: Logo will be used with articles that will be published in search of living World War II veterans whom Pulaski County plans to honor at the annual July 4 ceremony.
2. Pulaski County Courthouse Exhibits Committee: Logo will be used on programs handed out at the county's annual 4th of July Remembrance of Veterans and Members of the Armed Forces Ceremony. This year honors WWII veterans.
3. Pulaski County Courthouse Exhibits Committee: Logo will be used on banners placed on each side of vehicle, as WWII veteran George Rash will be the Grand Marshal in the 4th of July parade.

"Dawn of Infamy: America Goes to War" (December 8, 2016, University of Richmond)

Staff reviewed an outline of events for the December 8 Tribute to WWII Veterans, and members discussed outreach efforts through state veterans centers, American Legion posts, the Virginia Military Advisory Council, and military and veterans organizations across the state. Members also suggested outreach to the Virginia Military Institute or Virginia Tech cadet bands, the Old Guard, or a World War II commemorative band. Delegate Anderson and Senator Bryce asked that invitations to General Assembly members be issued on behalf of the Commission and the General Assembly Military and Veterans Caucus.

Profiles of Honor Tour

Staff presented a detailed concept review for the "World War I and World War II Profiles of Honor Tour," which will present the stories of the people behind the tanks, planes, ships, and home front support of the wars. The exhibit will be housed in a 36-foot gooseneck trailer, which will be pulled by a Chevy Silverado leased through the Department of General Services. The Commission will work in partnership with the Department of Motor Vehicles to hire Drivers/Tour Operators and with the VTC to hire part-time Travel Counselors. Members reviewed a detailed budget for the project and determined to lease the trailer for three years, with an option for bumper-to-bumper maintenance (excluding tires). Members decided not to purchase another support vehicle but rather to rent as may be needed.

Senator Ruff made a motion to approve the Profiles of Honor Tour concept as presented, with a three-year tour budget not to exceed \$1.4 million. The motion was seconded by Delegate O'Bannon and passed unanimously.

Library of Virginia Archive for Scanned Photos

Staff is working with the Library of Virginia to develop a proposal to create an online archive for Profiles of Honor photos. The proposal will be presented at the next meeting of the Commission.

Teacher Symposium (Summer 2017)

A planning team has been created to develop the Statewide Teacher Symposium that will take place in the summer of 2017. Planning team members include representatives of the Department of Education, teachers, and museum education specialists. The group will work toward the goal of strengthening efforts by creating a "mega" institute in 2017.

U.S. Entry into WWI/National Guard Proposal (April 2017)

The Virginia National Guard is developing a proposal to work in partnership with the Commission to host the Military Ball of Virginia in April 2017, in conjunction with the National Guard Association meeting, in honor of the 100th anniversary of the U.S. entry into World War I. That proposal, along with a companion Speakers' Series, will be presented at the next meeting of the Commission.

Battle of Midway 75th Anniversary (June 2017)

Staff has started working with the Hampton Roads Naval Museum, MacArthur Memorial, and Secretary of Veterans and Defense Affairs to develop a program to mark the 75th anniversary of the Battle of Midway. More information will follow at the next meeting of the Commission.

Members expressed support for the programs in development and discussed fundraising efforts to offset their costs. Chairman Cox offered to further explore philanthropic support.

There being no additional business before the Commission, the meeting was adjourned. The next meeting of the Commission will be on October 17, 2016, at 1:00 p.m. in the General Assembly Building.