

# VIRGINIA WORLD WAR I AND WORLD WAR II COMMEMORATION COMMISSION



April 24, 2018, 10:00 a.m.  
Pocahontas Building  
Speaker's Conference Room, 6th floor



## Meeting Summary

Members present: Speaker M. Kirkland Cox (chair); Senator Frank M. Ruff, Jr.; Delegate Timothy D. Hugo; Delegate Marcus B. Simon; Clay Mountcastle; BG John W. Mountcastle

Speaker Cox called the meeting of the Virginia World War I and World War II Commemoration Commission (Commission) to order and announced the appointment of two new members, Delegates Gordon C. Helsel, Jr., and Timothy D. Hugo, to the Commission. The Speaker welcomed the new members, as well as the Commission's new director, Ginny Edwards.

### WWI and WWII Tourism Marketing Grant recommendations

*Rusty Nix, Virginia Tourism Corporation*

In its fifth round of grants, the WWI and WWII Tourism Marketing Grant program yielded nine applications, seven of which were presented with recommendation to approve:

#### 1. Lead partner: Virginia Museum of History and Culture

**Project name:** *"One War, Three Destinations, Countless Remarkable Stories: Visit Richmond to learn more about life during WWI at Maymont, the Library of Virginia, and the Virginia Museum of History and Culture"*

**Award amount:** \$10,000; Amount of match from recipient and partners: \$10,372

**Summary:** During July and August, the Virginia Museum of History and Culture will partner with Maymont and the Library of Virginia to promote each organization's WWI exhibitions to out-of-state and out-of-town tourists using welcome center banners and targeted digital marketing campaigns.

#### 2. Lead partner: Town of Marion

**Project name:** *"Marion Goes to War: A Small Town World War Memorial Day Commemoration"*

**Award amount:** \$6,500; Amount of match from recipient and partners: \$6,500

**Summary:** This project will exponentially expand the programs, offerings, and overall regional marketing for the upcoming anniversary commemorations of WWI and WWII through Marion's existing Memorial Day program by providing enhanced regional marketing and allowing for expansion of programs and activities.

#### 3. Lead partner: Military Aviation Museum

**Project name:** *"Summer of Flight"*

**Award amount:** \$10,000; Amount of match from recipient and partners: \$10,000

**Summary:** The Military Aviation Museum's *Summer of Flight* is a season-long celebration of the history of military aviation, particularly focusing on WWI and WWII, which highlights an aircraft each week, allowing guests to receive personal tours, lectures, and flight demonstrations for the featured plane.

#### 4. Lead partner: 116th Infantry Regiment Foundation, Inc.

**Project name:** *"World War II Heritage Alliance: Operation Kilroy"*

**Award amount:** \$4,000; Amount of match from recipient and partners: \$4,000

**Summary:** The members of the Virginia World War II Heritage Alliance propose a visitation program entitled Operation Kilroy, encouraging tourism to WWII sites across the Commonwealth.

#### 5. Lead partner: Edith Bolling Wilson Birthplace Foundation

**Project name:** *"Allied Dinners Marketing & Advertising Support"*

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

**Summary:** The Edith Bolling Wilson Birthplace Foundation and project partners are requesting \$2,000 to match existing marketing funds to advertise for the "Allied Dinners," a programmatic dinner and lecture series happening this summer and fall at the Bolling Wilson Hotel. The events will feature a three-course meal and short presentation on four of the Allied Nations in World War I: Great Britain, Italy, Russia, and France. Funds

will be used to purchase print and online advertising and marketing materials. The intention is to position Downtown Wytheville as a cultural destination for certain audiences within an hour's drive and increase awareness and participation in the event.

**6. Lead partner: The Mariner's Museum and Park**

**Project name:** "Answering America's Call: Newport News in World War I"

**Award amount:** \$5,250; Amount of match from recipient and partners: \$5,250

**Summary:** On Saturday, May 19, 2018, The Mariners' Museum and Park will be opening "Answering America's Call: Newport News in World War I." The exhibition and related programs are designed to create a better understanding of the roles that the community played during WWI and how this event helped to single-handedly transform the landscape of Newport News and the shipbuilding industry.

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

**Project name:** "75th Anniversary of D-Day"

**Award amount:** \$9,875; Amount of match from recipient and partners: \$12,675

**Summary:** The National D-Day Memorial proposes a grant to support early advertising of its site for 2019, the 75th anniversary year of D-Day, a year in which the eyes of the nation will turn to Bedford's commemorative activities.

Two other applications were presented but not recommended for approval. Senator Ruff moved to accept the seven recommendations as presented. Delegate Hugo seconded the motion, and it passed unanimously.

To date, 27 grants have been awarded in five rounds, totaling \$125,436, which has been matched by \$347,129 from 98 partners. The grant review committee recommended keeping the maximum award at \$10,000 and opening the sixth round of grants from May through July of 2018. Staff noted that increasing the amount of time between grant rounds had effectively increased the number of grant applications received in the most recent cycle. The current grant fund balance is \$74,564, and it is anticipated that the sixth round of grants will be the final round.

**100th Anniversary of Armistice Day/Veterans Day**

**Richmond Symphony Concert: Brahms Requiem, Barber Adagio: Commemorating the Centennial of the Armistice 1918** (November 10–11, 2018)

*Brennen Keene, Richmond Symphony Orchestra Board Member, and Erin Freeman, Director of the Richmond Symphony Chorus*

Ms. Freeman and Mr. Keene presented plans for the Richmond Symphony's concert commemorating the centennial of the Armistice to take place on Saturday, November 10, 2018, at 8:00 p.m. and on Sunday, November 11, 2018, at 3:00 p.m. The concert, to be held at the Carpenter Theatre, will feature Brahms' *A German Requiem, Opus 45*, Butterworth's *The Banks of the Green Willow*, and Barber's *Adagio for Strings*.

Speaker Cox expressed the Commission's endorsement of the commemorative concerts and encouraged the presenters to utilize the established logo process for cross-promotion, as well as the tourism marketing grant program if additional funding is necessary.

**Virginia Museum of History and Culture: WWI Centennial Fireworks Spectacular** (November 10, 2018)

*Jamie Bosket, President and CEO, Virginia Museum of History & Culture*

Mr. Bosket described the Virginia Museum of History and Culture's current efforts to commemorate the WWI centennial, which include a major exhibit at the museum and a commemorative issue of the museum's quarterly publication, *The Virginia Magazine of History and Biography*. As a culmination of these efforts, Mr. Bosket described plans for a major event to take place at the Carillon in Richmond on the evening of November 10, 2018. The evening's programming would include WWI re-enactors and family activities, a patriotic concert, remarks by dignitaries, playing of the Carillon's bells, and a choreographed fireworks display set to historical narration and patriotic music.

The Virginia Museum of History and Culture is currently seeking sponsorship for the program. Members agreed that the Commission could not directly sponsor the event, but Speaker Cox expressed the Commission's endorsement of the plan and encouraged Mr. Bosket to utilize the tourism marketing grant program to seek additional funding, as well as the established logo process for cross-promotion.

## **Planned Commission and partner events for Armistice anniversary weekend**

*Lily Jones*

Ms. Jones updated members on the Commission's plans to commemorate the 100th anniversary of Armistice Day on November 11, 2018, with the recommendation that the Commission move the previously chosen location of its event from the Virginia State Capitol to the Carillon in Richmond, the state's memorial to WWI, where the Commission held its April 6, 2017, event commemorating the United States' entry into WWI. Senator Ruff motioned to move the event's location to the Carillon, and Delegate Hugo seconded the motion, which passed unanimously.

To commemorate the Armistice, the Commission will partner with the Virginia War Memorial in hosting the annual Commonwealth's Veteran's Day Ceremony and will build programming around the event, to include an 11:00 a.m. bell tolling, onsite exhibits from museum partners and the Profiles of Honor Tour, patriotic music, and refreshments.

## **Staff report and program updates**

*Ginny Edwards, Rusty Nix, and Lily Jones*

### **Logo request**

Ms. Edwards presented a request for use of the Commission's WWI logo to promote a WWI event at the Alexandria Library, with the recommendation that the request be approved. Members voted to approve the logo request.

### **WWI Symposium: "American Leadership and Generalship During the Great War"**

(April 27–28, 2018)

Ms. Edwards updated members on the WWI commemorative symposium hosted by the Virginia Military Institute Center for Leadership and Ethics in partnership with the Commission, scheduled to take place on April 27 and 28. The two-day program will feature nationally recognized American WWI scholars and will focus on leadership at varying levels of war, with panels examining presidential wartime command, generalship at the operational level, and Doughboy citizen-soldier tactical leadership, as well as Virginia's contributions to the war effort. Registration for the symposium exceeded 100 at the time of the meeting.

### **Profiles of Honor Tour**

Mr. Nix gave an overview of the 2018 Profiles of Honor Tour schedule, which includes more than 40 tour stops from March through November. In 2017, the mobile tour reached nearly 20,000 visitors, including more than 6,000 students. In the coming year, the tour will continue to visit schools, museums, libraries, historic sites, and local events in every region of the state. The Commission's scanning program continues to travel with the tour, and staff has collected more than 3,000 scans of WWI and WWII photographs and documents for permanent archival at the Library of Virginia. For immediate public access, tour staff uploads scans to a Commission-run Flickr account.

### **2018 WWI & WWII Statewide Teacher Symposiums**

Ms. Jones presented plans for the Commission's summer 2018 teacher symposiums, hosted in partnership with museums across the state and offered free to teachers in Virginia. In 2017, the Commission hosted eight WWI and WWII teacher symposiums across Virginia in each of the state's superintendent's regions. In July 2018, programs will be held in four new locations: Heartwood in Abingdon on July 10, the U.S. Army Quartermaster Museum in Fort Lee on July 17, the Military Aviation Museum in Virginia Beach on July 24, and the National Museum of the Marine Corps in Triangle on July 31. Participating partners include the 116th Infantry Regiment Foundation, the Edith Bolling Wilson Birthplace Museum, the Library of Virginia, the Military Aviation Museum, the National D-Day Memorial, the National Museum of the Marine Corps, the U.S. Army Quartermaster Museum, and the Virginia War Memorial. Each program will accommodate up to 50 teachers. At the time of the meeting, about 120 teachers were registered.

### **Upcoming programs**

Planning is in progress to mark two major anniversary events in the coming years.

- The Commission will partner with the National D-Day Memorial in Bedford to sponsor the annual commemoration of the D-Day landing on Omaha Beach. The event on June 6, 2019, will include a commemorative ceremony for veterans to mark the 75th anniversary of the D-Day landing.
- The Commission will join the MacArthur Memorial, the Hampton Roads Naval Museum, and other partners to host a commemorative ceremony on Wednesday, September 2, 2020, on the USS *Wisconsin* to mark the 75th anniversary of the signing of the surrender documents that ended WWII for the United States. The event will begin with a reception on Tuesday, September 1, 2020, at the MacArthur Memorial, and the next day's commemorative ceremony will be followed by a panel discussion on the lasting legacies of the war.

**Other business**

Members tentatively planned to meet again in August after the close of the next round of WWI & WWII Tourism Marketing Grants. There being no further business, the meeting was adjourned.