

**Fairfax County 250<sup>th</sup> Commission**  
**March 22, 2023, 1-2:30 pm**  
**Fairfax City Library, Conference Rooms A & B**  
**10360 North Street, Fairfax**

**Approved Meeting Minutes**

**Attendance**

Christopher Barbuschak	Virginia Room, Fairfax County Library	Absent
Joyce Gray Bellamy	Providence District	Present
Elliot B. Bell-Krasner	Human Rights Commission	Present
Matt Briney	GW Mount Vernon	Present
Gretchen Bulova	History Commission	Present
Brent Feito	The Army Historical Foundation	Present
The Honorable Michael R. Frey	Sully District	Absent
Donald Hakenson	Franconia District	Absent
Carole L. Herrick	History Commission	Absent
		Present arrived 1:20
Paul Kohlenberger	Springfield District	
Patrick Lennon	Visit Fairfax	Present
Elizabeth Maurer	National Museum of the US Army	Present
		Present arrived 1:20
Subhi A. Mehdi	Dranesville District	
Garrett McGuire	At-large, Chairman Appointee	Absent
Suzanne Moffitt	Hunter Mill District	Present
Beverly A. Schlotterbeck	Mason District	Present
Nancy Simmons	Braddock District	Present
Scott Stroh	Gunston Hall	Present

**Staff Present**

Denice Dressel, Heritage Resources, DPD  
Stephanie Newman, Heritage Resources, DPD  
Camela Speer, Supervisor Storck's office (remote)

**Welcome and Introductions**

Chair Scott Stroh called the meeting to order at 1:05 pm and acknowledged that a quorum was present. Secretary Nancy Simmons also was present. The members introduced themselves.

**Approval of February 22, 2023, Minutes**

Mr. Stroh noted that the minutes had been distributed prior to the meeting and asked for comments or corrections; none were made. Mr. Feito moved that the minutes be approved as distributed, Mr. Briney seconded the motion, and the motion was approved by a voice vote without dissent.

## **Committee Reports**

### Inclusion

Mr. Bell-Krasner reported that his committee plans to meet April 13 at 11 am at a location to be determined. They may meet in the Providence District because they would like to move their meetings around the county. There are openings for others to join this committee and they have invited others outside of the commission to join them.

### Outreach

Ms. Simmons reported that Mr. McGuire had joined the committee, and they hoped to meet before the next commission meeting. She also said that the committee could benefit from the insight of working group members on what was envisioned as the work of this committee. Mr. Stroh offered to talk to the committee about this.

### Activity

Ms. Moffitt reported that her committee had met in March and that the current Regent of the Fairfax County Chapter, DAR, had joined them as a member of the public. The committee decided to proceed with planning a reading of the Declaration of Independence at the Falls Church and an activity involving a military muster. Also, an event involving Pohick Church is being considered. They plan to reach out to Elizabeth Crowell about joining the committee as her background could be beneficial.

### Marketing and Communications

Mr. Lennon reported that he had talked to Greg Licamele, Director of External Communication for Fairfax County to gauge his interest in working with the committee. Mr. Licamele pledged his support in getting the word out about our activities and will designate one of his staff members as a point of contact. He wants to help introduce our group to other parts of the county. Mr. Lennon discussed an initial purchase of rack cards for the commission to use. After some discussion, Ms. Bulova suggested starting with an order of 25,000 cards packaged in groups of 500. The card would contain a high-level description of our effort and a link or QR code that could be used to find more information. It would be distributed through libraries and other distribution points that have been used traditionally throughout the county; and they could be used at booths during festivals. Mr. Lennon said that the printer is to be determined. Several members encouraged having at least the basic information on the card printed in multiple languages. Mr. Lennon also reported that a web page had been drafted for our group that paralleled the one used by Virginia 250.

### Signature Event

This discussion was deferred to the Strategic Discussion portion of the agenda.

### Youth and Family Engagement

Ms. Maurer said that she is the only member of the committee and needs more members.

### Finance

Ms. Bulova said there was no budget update.

### **Old Business**

#### Semi-Annual Report Update

Mr. Stroh and Ms. Speer briefly discussed the timing of the reports. It was decided that one report in September and another about six months from that would be the best timing.

#### Commission Bylaws

Ms. Simmons noted that the Board of Supervisors had approved the commission bylaws and they had been distributed by Ms. Dressel.

### **New Business**

There was no new business.

### **Strategic Discussion**

#### Signature Event Concept

This discussion was structured around two new grant opportunities announced by the Virginia Tourism Corporation. Ms. Bulova distributed a flyer entitled *VTC Partnership Marketing*, a copy of which is included with these minutes. One grant, for which applications begin in May 2023, focuses on signage. These would be, for example, signs that welcome visitors to a county or city and often are placed along roads entering the location; they would contain the Virginia 250 logo. They also could be used in conjunction with other signs, such as the Civil War Trails signs.

The other grant was characterized as being for a signature event. Ms. Bulova noted that to qualify for this grant, an event must have already been held annually for two years, and it had to have a focus on the 250<sup>th</sup> commemoration. That means that some events that had been held annually would not qualify if they did not focus on the 250<sup>th</sup> anniversary and that events could qualify if they restructure their focus soon. This grant is not for new events and they appear to be looking for organizations that have a proven record of success. The grant program also envisions that the event would be the type that would draw attendees who would come from a distance and spend the night.

Mr. Stroh suggested forming a small work group to develop a strategy related to the grants so that we can aim for the 2024 grant cycle. Messrs. Feito, Lennon, and Briney volunteered to work with him and they agreed to meet soon. Ms. Bulova suggested having a meeting with Staci Martin, Grants Director, Virginia Tourism Corporation, and Drew Gruber, Executive Director, Civil War Trails. Mr. Briney suggested that we invite Ms. Martin to attend a commission meeting. Mr. Stroh encouraged the committees to discuss the grants when they meet.

Ms. Bulova asked what process the commission needs to go through to apply for grants. Ms. Dressel said she is working on determining that for us. Mr. Stroh stated that we need to keep moving forward on the content of the applications at the same time that the process is being settled.

The remaining discussion focused on what we could do to start an event that would qualify for a grant and our signature event in general. Comments included the following:

- We need to consider where we could hold an event that could accommodate a large attendance.
- We need to think about identifying existing events—e.g., festivals and conferences.
- We might be able to characterize an event as being related to 250 without having that mentioned in the actual marketing if we can make a case that it is related.
- We are a large county and face different challenges than a smaller county would face.
- We have many organizations that have experience in planning events.
- We can take advantage of the fact that people like to come here already to see places such as Mount Vernon and the Army Museum, and we can package that as part of the “draw” to our event.
- We need to decide if we want to focus on an activity that is for people within the county, people outside the county, or both.
- We should acknowledge that people who grew up here may have moved away and we can use this event as a way to bring them back to visit.
- We need to decide whether to have multiple events on the same day or over time.
- We need to reach out to the international communities in the county and our sister cities.

Mr. Lennon commented that Mr. Licamele had favored having multiple events rather than a single signature event and having them feature different themes, such as food, history, and arts. Mr. Bell-Krasner stated that a big event should be affordable, accessible, and family-friendly. Ms. Maurer suggested using demographic data to decide what type of event to hold where and which audiences to target for attendance. Ms. Mehdi also emphasized the need to let data drive our decisions. Mr. Briney suggested piggy-backing on events that have been held in the past and have a following. Ms. Bellamy noted that we need to be aware of different languages and ethnicities in our communities. Mr. Stroh summarized that the idea of capitalizing on other events is good but we should not exclude the possibility of having an additional event; he added that he thinks the supervisors are expecting one big event. Mr. Lennon agreed to compile a list of existing events. Ms. Moffitt asked what others had done, and Ms. Bulova replied that the 275<sup>th</sup> Fairfax Commission held a one-day history fair on the grounds of the Fairfax Courthouse. Mr. Bell-Krasner said that a bus containing information could be driven around the county as a way of creating a thread for all of the events, similar to how C-SPAN drove a bus around the country during Presidential Elections. Ms. Bulova noted that we are missing what the Fairfax County Parks may be planning and Mr. Lennon said he is planning to talk to them. Mr. Stroh suggested we have a park staff member assigned to the commission by May, if possible, and Ms. Dressel agreed to look into that. Ms. Schlotterbeck asked if we had approached the Fairfax County School Board or schools, and Mr. Stroh replied that this would be part of our outreach.

Lessons and Opportunities from 250<sup>th</sup> Kick-Off Event at Colonial Williamsburg

Due to insufficient time during the meeting, Mr. Stroh said he would summarize and email some of his take-aways from this event.

**Open Forum/Q&A**

Upcoming Meetings

The next meeting will be on May 24 at 1 pm in the Fairfax City Library

**Adjourn**

Mr. Stroh adjourned the meeting at 2:32 pm.

**Attachments**

8 Mar 2023 Activity Committee Meeting Minutes

Respectfully Submitted by Nancy A. Simmons, Secretary

## VTC Partnership Marketing

### Destination Development Team

Becky Nave – Director of Destination Development  
 276.791.9172 | [bnave@virginia.org](mailto:bnave@virginia.org)

### Destination Development Managers

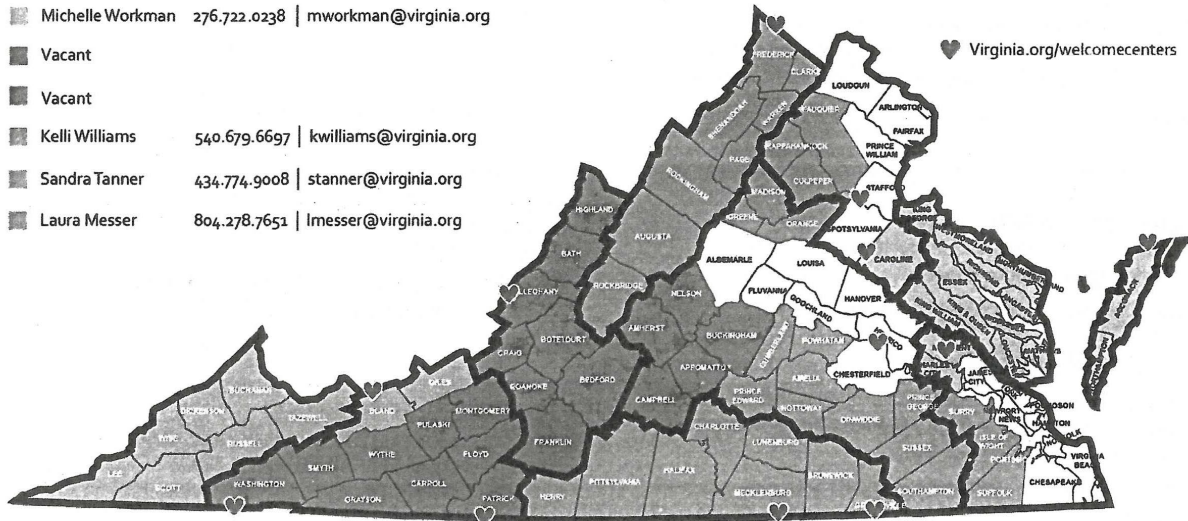
- Michelle Workman 276.722.0238 | [mworkman@virginia.org](mailto:mworkman@virginia.org)
- Vacant
- Vacant
- Kelli Williams 540.679.6697 | [kwilliams@virginia.org](mailto:kwilliams@virginia.org)
- Sandra Tanner 434.774.9008 | [stanner@virginia.org](mailto:stanner@virginia.org)
- Laura Messer 804.278.7651 | [lmesser@virginia.org](mailto:lmesser@virginia.org)

## VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

Contact VTC's *Destination Development Managers* in your area for strategic planning, marketing leveraging and other community development assistance and resources

Website [VATC.org/partnershipmarketing/tdmanagers](http://VATC.org/partnershipmarketing/tdmanagers)

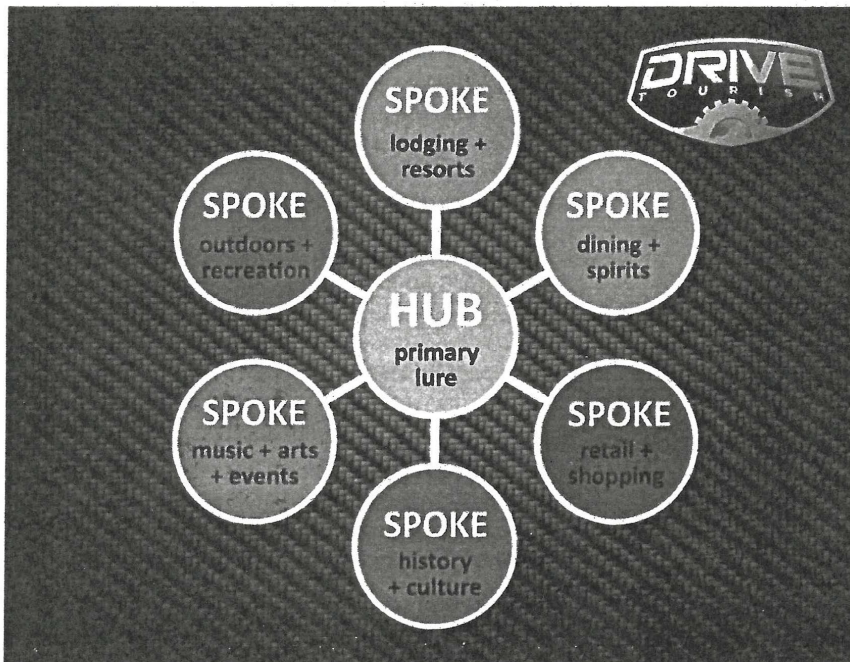


Virginia.org/welcomecenters

### Funding Program Team

Website [VATC.org/grants](http://VATC.org/grants)

- Staci Martin 757.390.7330 | [smartin@virginia.org](mailto:smartin@virginia.org)
- Noah Salaah ad-Deen 804.545.5518 | [nsaddeen@virginia.org](mailto:nsaddeen@virginia.org)



### Maximize Your Tourism Potential

- Work with VTC to have clear **Hub & Spoke Itineraries** ready to go!
- I.D. the main reason a visitor would visit your area (**Hub**) and match it with the other experiences visitors will want - and need - to stay, eat, shop and play (**Spoke**)
- Review VTC Statewide and Regional Strategic Tourism Plans and implement strategies using the How-To Guides. [www.vatc.org/drive2](http://www.vatc.org/drive2)
- Make sure you post your individual business and itineraries on Virginia.org by visiting our **User Extranet**

## VTC Top 14

VIRGINIA IS FOR LOVERS

www.VATC.org

### Marketing & Consumer Services

#### 1 Digital Marketing

- List your lodging, dining, retail, attractions, deals, packages, events, tours & itineraries on the [User Extranet](#)
- Sign up for [Pulse of Virginia](#) for important industry updates

Tom Kirk tkirk@Virginia.org | 804-545-5578

\* For listings contact:

Robin Mamunes rmamunes@Virginia.org | 804-545-5545

#### 2 Communications

- Public and media relations: consumer and industry
- Reach in-state & national media

Andrew Cothorn acothorn@virginia.org | 804-545-5570

#### 3 Content & Social Media

- Share your stories & new destination experiences for a chance to be featured on [VTC's social media platforms](#) and in our [Virginia is for Lovers Travel Blog](#)

Danielle Emerson demerson@virginia.org | 804-545-5576

\* DEI – Black Travel + LGBTQ+ Travel

Jane Lammy jlammy@virginia.org | 804-545-5546

Wirt Confroy wconfroy@virginia.org | 804-545-5552

#### 4 Brand

- Leverage your dollars with [Advertising Co-op Plan](#)
- Participate in the [LOVEworks Program](#)
- Share images and photography from your destination

Lindsey Norment lnorment@virginia.org | 804-545-5578

#### 5 Groups & Sports

- Increase your group tour & sports business + visitor spending
- Partner with VTC at conferences and client events
- [Market your business](#) on (3) trade websites

Joni Johnson jjohnson@virginia.org | 804-545-5544

#### 6 International Marketing

- Reach VA's largest international market [Canada](#)
- Engage in marketing & media relations in UK, France, Germany, China, Japan, India & Australia
- Participate in Capital Region USA (CRUSA) Co-Op program
- Connect directly with travelers on social media

Heidi Johannesen hjohannesen@virginia.org | 703-217-2263

#### 7 Local Visitor Centers + Statewide Welcome Centers

- [Showcase your product](#) in a VA Welcome Center BLITZ
- [Co-brand your merchandise](#) with Virginia is for Lovers
- [Advertise statewide](#) in Welcome Centers & Safety Rest Areas

Val Guffy vguffy@virginia.org | 804-545-5558

Gary Jeffrey \* PMAP gjeffrey@virginia.org | 276-730-4582

### Research, Funding, Development & Education

#### 8 Research

- Receive [Economic Impact](#) of Tourism in your area
- Review [Visitor travel behavior & characteristics](#)
- Access new and powerful [Visitor Travel Trends](#)

Pratiksha Bhattarai pbhattarai@virginia.org | 804-545-5548

#### 9 VTC Orientation

- Learn first-hand VTC's resources, marketing and development efforts + partnership opportunities
- Most beneficial for local tourism directors and managers/owners of Virginia tourism businesses
- [Review calendar & sign up](#) for Orientation, held quarterly

Wirt Confroy wconfroy@virginia.org | 804-545-5552

#### 10 Grant and Funding Sources

- Utilize VTC's [Marketing Leverage Program](#) and/or [Virginia Regional Tourism Marketing Funds](#)
- 3 financial partners min. + performance measures

Staci Martin smartin@virginia.org | 757-390-7330

#### 11 Community & Business Assistance

- Find business development workshops & assistance
- Request product development facilitation
- Request community planning & program assistance

Becky Nave bnave@virginia.org | 276-791-9172

#### 12 State Tourism Plan; DRIVE 2.0 + DRIVE Outdoors

- Strategic blueprint for tourism development
- Grow Virginia's outdoor economy
- Spur job creation and private investment

Caitlin Johnson ccjohnson@virginia.org | 804-545-5529

#### 13 Tourism Development Financing Program Tourism Zones + Improvement Districts

- Explore filling tourism product deficiencies via [Gap Financing](#)
- Utilize the funding benefits of [Tourism Zones](#) and [Tourism Development Districts \(TID\)](#)

Wirt Confroy wconfroy@virginia.org | 804-545-5552

#### 14 Virginia Film Office

- Learn about filming in Virginia [FilmVirginia.org](#)
- Submit film location photography for your community
- Contact the Film Office to learn how to get connected

Margaret Finucane mfinucane@virginia.org | 804-545-5539

**Fairfax 250th Commission  
Activity Committee  
Meeting Date: March 8, 2023  
Location: City of Fairfax Regional Library, Room 103**

**Attendees:**

Suzanne Moffitt - Chair  
Bev Schlotterbeck  
Brent Feito  
Paul Kohlenberger  
Nancy Simmons  
Janice Dixon

Minutes

- The committee opened with introductions and read again from the bylaws to confirm the mission of the committee.
- Old business was conducted including the motion to approve the minutes of the previous meeting.
  - Brent Feito motioned to approve the minutes.
  - Nancy Simmons seconded the motion.
- The committee revisited the need for a historian to be added to the committee to help inform programming.
  - Bev was not successful in locating a historian at this point.
  - The committee discussed an email from Denice introducing Elizabeth Crowell as a possible attendee. Her background in archaeology in special collections could be beneficial, as well as her background in planning commemorations.
    - Committee would like to invite her to serve. Suzanne will make contact with her.
    - The Forgotten Patriots - identify and celebrate the African Americans who served, both freed and enslaved.
  - Mason Mappers possibly have a map of the locations of important events in the county that may be utilized by the committee
- The chair informed the committee confirming that only 20% of meetings can be virtual in a given year. There was discussion of this issue at the previous meeting, and this committee will conform to these bylaws.
- Committee revisits some of the event ideas that were offered at the previous meeting.
  - Committee agrees to move forward on a reading of the declaration at The Falls Church. Suzanne will contact me.
  - Committee would also like to talk to Mount Vernon to discuss a reading of the Virginia Accords, and whether Mount Vernon will be doing an event related to this early revolutionary document from Fairfax County.
    - July 17, 1774 - 250th anniversary of the Fairfax Resolves.
  - Committee revisited the essay contest idea and whether that would be better served by the youth and family engagement committee.



- Committee also wishes to move forward with a sort of militia muster either at sites around the county or possibly at the National Museum of the United States Army.
- Nancy discussed some feedback from the wider commission during the previous meeting regarding their vision for what they thought an event might look like, and that they envisioned one large event which may or may not be at an historic site.
  - Perhaps this could focus on what it means to be an American? Concentrating on Civil aspects of the results of the Revolution.
- Janice offers to the committee the idea of publicizing and celebrating naturalization ceremonies. These are often held at the Fairfax County Government Center and perhaps one could be picked as a large event for the county to celebrate.
  - Large swearing in of citizens? The Board of Supervisors could possibly arrange.
- Janice also offers the idea of a Fairfax County story collection initiative similar to Storycorps, where people can record their own story on what it means to be an American.
- The Committee also discussed how we might use the difficult choices that Fairfax Citizens were making during the American Revolution regarding loyalty, and relations with their neighbors, to demonstrate the choices that citizens must make today.

Committee considers how to tap into the local festivals to have tables to talk to people about the 250th.

  - Wondered whether this would be something that would be the responsibility of the Outreach Committee
- Grant Applications are a possibility of funding for some events - DAR has a way to apply for grants as does the Virginia 250th.
  - This money could be used to fund a storycorps like mission, as well as other types of events.
- There was some discussion concerning what the DAR plans locally as there was a representative present.
- For next time the committee suggests a discussion about how the events will discuss slavery and how to equip the committee to respectfully commemorate slavery.
  - Discussed the idea of inviting representatives of local African American sites and organizations to be a part of the commission to help navigate this.
    - Slave cemetery of Salona
    - Cemetery and museum at freedmans church.
    - African American Churches in McLean
- Commission has begun making a list of types and specific organizations that could be targeted, to be included but not limited to:
  - Historic sites
  - Societies - DAR, Veterans
  - Historical Societies
  - Government entities - Fairfax County Park Authority
  - Community Associations
- Some specific museums include:
  - Gunston Hall
  - Mount Vernon
  - The United States Army Museum
  - Sully Plantation

- The Fairfax County Park Authority
- The Daughters of the American Revolution.

Minutes prepared by Brent Feito