

Fairfax County 250th Commission
November 16, 1-3 pm
Fairfax City Library, Conference Rooms A & B
10360 North Street, Fairfax

Approved Meeting Minutes

Attendance

Christopher Barbuschak	Virginia Room, Fairfax County Library	Absent
Anne M. Barnes	Mount Vernon District	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 arrived 2:15
Brent Feito	The Army Historical Foundation	Present
The Honorable Michael R. Frey	Sully District	Present
Donald Hakenson	Lee District	Present
Carole L. Herrick	History Commission	Present
Paul Kohlenberger	Springfield District	Present arrived 1:20
Patrick Lennon	Visit Fairfax	Present
Elizabeth Maurer	National Museum of the US Army	Present left at 2:18
Subhi A. Mehdi	Dranesville District	Present
Suzanne Moffitt	Hunter Mill District	Remote
Beverly A. Schlotterbeck	Mason District	Remote
Nancy Simmons	Braddock District	Present
Scott Stroh	Gunston Hall	Absent

Staff present

Denice Dressel, Heritage Resources, DPD
Megan Riley, Heritage Resources, DPD
Camela Speer, Supervisor Storck's office

Welcome and Introductions

Vice-Chair Elliot Bell-Krasner, serving in the absence of the Chair, called the meeting to order at 1:07 pm and acknowledged that a quorum was present. Secretary Nancy Simmons also was present. The members introduced themselves, including two members who were participating

remotely. Ms. Schlotterbeck participated from her home in Annandale to accommodate a conflicting appointment. Ms. Moffitt participated from Illinois.

Mr. Bell-Krasner confirmed that all present could hear the two remote members and that they could hear the Commission members. Mr. Briney moved to affirm that the remote members could be heard and should be approved to participate in the meeting, Mr. Lennon seconded the motion, and the motion passed by a voice vote without dissention.

Administrative Action Items

Approval September 28, 2022, Meeting Minutes

Mr. Bell-Krasner noted that the minutes had been distributed prior to the meeting and asked for comments or corrections; none were made. Ms. Simmons moved that the minutes be approved as distributed, Ms. Bellamy seconded the motion, and the motion was approved by a voice vote without dissention.

Old Business

Review and Approve Updated By-Laws

Ms. Simmons noted that copies of the bylaws with the county attorney's comments had been distributed to all members shortly after the previous meeting. Subsequently, she and Mr. Stroh reviewed those comments; accepted most of the attorney's changes; and suggested some changed wording, mainly in the "Purpose" section. The revised bylaws were sent to Ms. Dressel, who discussed them with the county attorney. The version of the bylaws resulting from that discussion was recently emailed to all Commission members, and that is the version being discussed at this meeting. Once the bylaws are approved by the Commission, they will be forwarded to the Board of Supervisors for final approval. Mr. Briney moved that we approve the bylaws and Mr. Feito seconded the motion; the motion passed by a voice vote without dissention. Ms. Dressel will make sure the bylaws get to the Board of Supervisors.

Review/Discussion of Fairfax County Budget Request

Mr. Bell-Krasner noted that documents regarding the budget, which had been prepared by the Finance Committee, had been sent to Commission members prior to the meeting. These documents described the anticipated allocation of the \$20,000 in fiscal year 2023 funds, which are already available, as well as the allocation of a proposed request for \$150,000 in fiscal year 2024 funds. If approved, the Chair would present the budget request for fiscal year 2024 to the Board of Supervisors. Finance Committee member Ms. Moffitt summarized the proposed allocation of funds for fiscal years 2023 and 2024. Ms. Mehdi asked for an explanation of what would be covered by the \$25,000 requested for "Programming." She also asked if the Finance Committee had details related to several items that could be provided to the Board of Supervisors, if needed. Mr. Lennon explained the types of expenses that would be covered under "Programming." He added that the Finance Committee used the budget requests from a similar Commission in the past to inform this proposal, and explained that funds not used in one fiscal year could be rolled over into the next one. He also said that the Finance Committee had submitted the request to Fairfax County's Department of Management and Budget to review and

would address any questions raised by that department. Mr. Frey, who served on the Board of Supervisors for many years, explained the process that would be used by the Board to review the request. The Board relies on reviews from the Department of Management and Budget and other county staff and will make sure that county staff are comfortable with the request before voting on it. The Supervisors rarely ask detailed questions on these types of requests. Ms. Bellamy asked if the budget requests reflect the needs of the core committees. Mr. Lennon explained that the numbers reflect the needs that the Finance Committee estimated would be needed through June 30, 2024, and that there is some room to move funds around to accommodate changing needs. Mr. Hakenson moved that we approve the proposed spending of the fiscal year 2023 funds and the proposed budget request for fiscal year 2024. Mr. Kohlenberger seconded the motion, which passed by a voice vote without dissent.

Discussion of Committees and Committee Leadership

Mr. Bell-Krasner reviewed the membership of the core committees and several names were added at the request of members present. He noted that each member should expect to be on at least one of the core committees and there are several members who have not yet joined one. As specified in the bylaws, to the extent possible, committees shall be composed of at least four members. Some of the core committees did not meet this minimum. Ms. Dressel noted that the Commission had two spots that have not yet been filled and added that county staff are working on getting those filled. After confirming that the bylaws authorize the chair to appoint chairs of the subcommittees, Mr. Bell-Krasner appointed chairs for five of the seven core committees. Later in the meeting, he appointed a chair for a sixth committee. As of the end of the meeting, the core committee chairs and members were as follows:

- Finance: Ms. Bulova (chair), Mr. Briney, Mr. Kohlenberger, Mr. Lennon, Ms. Mehdi, Ms. Moffitt, Mr. Stroh
- Marketing and Communications: Mr. Lennon (chair), Mr. Barbuschak, Mr. Briney, Ms. Bulova, Ms. Schlotterbeck
- Inclusion: Mr. Bell-Krasner (chair), Ms. Bellamy, Ms. Mehdi
- Youth and Family Engagement: Ms. Maurer (chair)
- Activity: Ms. Moffitt (chair), Mr. Feito, Mr. Kohlenberger, Ms. Simmons, Ms. Schlotterbeck
- Signature Event (chair TBD): Mr. Barbuschak, Mr. Bell-Krasner, Mr. Briney, Ms. Bulova, Mr. Feito, Mr. Hakenson, Ms. Herrick, and Mr. Lennon from the Commission and Ms. Ashley Morris and Mr. Brian Hudson from the public
- Outreach: Ms. Simmons (chair), Ms. Maurer

New Business

VA250 Marketing Grant

Mr. Bell-Krasner referred to the handout related to the grants available through the Virginia American Revolution 250 Commission (VA250). Mr. Lennon volunteered to prepare a grant application as he has experience with successful grant applications. In order to meet the application deadline, Mr. Briney moved to authorize Mr. Lennon to apply for a grant using the just-approved allocations for the fiscal year 2023 funds as the basis for the grant. Ms. Herrick seconded the motion, which passed by a voice vote without dissent.

VA250 Website

Mr. Bell-Krasner referred to the handout related to the VA250's offer for us to enter and upload events on its website. Mr. Lennon volunteered to be the point of contact for handling this.

Open Forum/O&A

Ms. Medhi asked if there was a spending plan for the \$20,000 in fiscal year 2023 funds. Mr. Lennon replied that he could send more information out related to that. He elaborated that because the funding goes through Visit Fairfax, there is no requirement for requests for proposals for services procured. Also, not everything would require prior approval by the Commission. However, he felt that decisions involving the public face of the Commission, such as the logo, should be approved by the Commission.

Adjourn

Mr. Bell-Krasner adjourned the meeting at 2:27 pm.

Respectfully Submitted by Nancy A. Simmons, Secretary

Attachment

14 Oct 2022 Finance & Budget Committee Meeting Minutes

Fairfax County/America 250th Anniversary Commemoration
Finance Sub-Committee Meeting
10/14/2022
10am-11am
Visit Fairfax Office (10560 Arrowhead Drive, Suite 350/Fairfax, VA 22030)

Members Present: Scott Stroh, Gretchen Bulova, Suzanne Moffitt, Patrick Lennon
Members Absent: Subhi A. Mehdi, Paul Kohlenberger

Summary of Discussion:

- Committee discussed necessities for current fiscal year (FY23) as well as the next fiscal year (FY24 – July 1, 2023 through June 30, 2024)
- Patrick confirmed that \$20,000 was still in restricted account and could be used for items through June 30, 2023. Leftover funds would be carried forward.
- The following items and estimated costs were agreed upon by the committee for FY23 budgeting purposes:
 - Marketing Initiatives
 1. Web site (domain registration, Fairfax250), \$200
 2. Branding/Logo design and development, \$5000
 3. Banner (2), \$300
 4. Give Aways, \$500
 5. Brochure Design/Printing, \$5,000
 6. Awareness Generation/Advertising, \$2000
 - Community Survey
 1. Development of community survey, \$5000
 - Administrative Costs
 1. Meeting materials, \$2000
- The following items and estimated costs were agreed upon by the committee for FY24 budgeting purposes. The FY24 Budget Request would be \$150,000 and be broken down into the following categories/costs:
 - a. Administrative: \$10,000
 - b. Marketing: \$35,000
 - i. Print materials
 - ii. Advertising
 - iii. Outreach materials
 - c. Community Engagement: \$20,000
 - iv. Open forums for feedback
 - v. Community building
 - vi. Stories to share
 - vii. Fairfax County Partner sites
 - viii. Festival
 - d. Programming: \$25,000

- e. Fundraising: \$10,000
- f. Signature Event Planning: \$50,000
 - a. Kick off event, July 23, 2024 (Funds for deposits)
- The total amount and line items listed above would be shared with County officials/departments prior to the next County 250th Committee meeting in November in order to get a sense if the amount was in line with what the County was expecting. Full committee would have the opportunity to review and weigh in at the next meeting on whether to proceed with recommendations.