

2020 Committee Meeting
November 1, 2018
5:30 p.m.

Minutes

Attendees:

Committee Members: Aubrey Stanley and Scott Wyatt, co-chairs; Carol Beam (South Anna); Anne Cross (historical organizations); Bob Giles (Chickahominy); John Gordon (minority community); Jim Kickler (Mechanicsville); Ron Pomfrey (Cold Harbor); Art Taylor (Beaverdam).

Staff: Rhu Harris; Kathy Seay; Tom Harris
Additional Attendees:

Agenda:

1. Introductions
2. Purpose of Committee – (Presented by Mr. Stanley and Mr. Wyatt)
3. Goals of Committee
 - a. Identify aspects of Hanover County history that should be recognized
 - b. Develop a marketing brand or logo for the celebration
 - c. Identify community partners
 - d. Recommended existing and new events to highlight the celebration
 - e. Develop “legacy projects” that can be a lasting result of the 2020 celebration
4. Discuss Communications Plan for the celebration
5. Discuss committee’s timeline, including frequency of meetings

Topics discussed at this meeting:

After introductions and opening remarks by Mr. Stanley and Mr. Wyatt, the committee discussed Committee goals.

- Recognition of Hanover County history
 - Ms. Cross commented on synergy with similar events such as 2020 Historic Garden Week, 2020 Scotchtown birthday celebration and 2019 Berkley Plantation 400th Thanksgiving celebration. She also acknowledged we should recognize all aspects past and future County history.
 - Other committee members suggest the focus on tourism and national battlefields
- Marketing brand or logo

- Several committee members suggested the name of the Committee include “300th” designation and creating a logo that other groups would be allowed to use to promote the event.
- A birthday party theme was mentioned as well as the committee’s desire for staff to bring information on similar planning in other localities.
- Mr. Rhu Harris suggests that we might want a brand or logo for the 300th that’s different than the County seal.

Celebration events

- The committee noted a preference for using existing events for recognizing the 2020 celebration.
- Committee members noted that the additional events could recognize the actual anniversary of November 26, 2020. Events could also be celebrated across the County in East/West locations and/or to celebrate centuries of our history and future.
- Mr. Stanley and several committee members noted successful residents, professional athletes may be encouraged to participate in “homecoming” events.

Legacy projects

Mr. Rhu Harris was asked by the Co-Chair Wyatt to provide additional definition of legacy projects. Mr. Harris stated signage on major thoroughfares entering Hanover County is an example discussed by staff. A committee member raised the question of whether we have the time to get authorization for new County signs done by 2020? Mr. Harris responded that staff would have to work with VDOT and would benefit from as much lead time as possible.

Another possible ‘legacy project’ noted by Mr. Harris is the future development of a history museum in the Old Clerk’s office that would begin design but not be fully operational by 2020.

Community Partners

- Mr. Wyatt asked the committee to consider opportunities for additional funding and sponsors. Committee members suggested previous fundraising examples such as Hanover County Veterans Memorial in-kind contributions and donations such as the brick sales.
- Application of grants such as those under application by the Scotchtown Foundation should be researched.

Communications Plan

- Tom Harris, Public Information Officer, will provide the Comprehensive Plan communications plan as a model to committee members prior to the next meeting.
- Committee members noted the importance of using current public relations tools to tell people about the celebration “sooner rather than later” and getting the Schools involved.
- Mr. Wyatt noted that citizens get information in different ways and non-traditional means have to be taken into account as we publicize the celebration.

Other business

- Propose legislators to pass a resolution proclaiming Hanover’s 300th birthday

Timeline

- The committee discussed monthly meetings and next meeting the fourth week of November 2018.
- Committee members suggested starting the celebration at the beginning of the year (2020) and have activities around the actual anniversary date.
- Mr. Wyatt reminded the group that a lot of decisions will have to be made by mid-summer of next year in order to get places reserved, etc.

Action Items:

- Local comparisons
- Communication Plan models
- Meeting schedule
- Subcommittees

Topics suggested for next meeting: discussing potential community partners; fundraising; what events are already in place that can be made a part of the 2020 celebration; how many new events are desired and should the events be broken down by century; financial impacts; appointing subcommittees to focus on various aspects of the celebration; considering a draft Communications Plan; brainstorming some legacy projects; how to go about developing a brand or logo; meeting schedule for 2019

Next Meeting

November 29, 2018