

Minutes for Hampton 2019 Commemorative Commission

June 5, 2018 – 4:00 p.m. at Hampton History Museum

Attending: Ann Bane, Steve Bond, Terry E. Brown, Luci Cochran, Billie Einselen, Colita Fairfax, Aaron Firth, Brittany Foster, Mary Fugere, Larry Gibson, Jimmy Gray, Bill Harper, Susan Lineberry, Annette Oakley, Glenn Oder, Dionne Redding, Rob Shuford, Vanessa Thaxton-Ward, Raymond Tripp, Claude Vann, Bill Wiggins, Audrey Williams, Guests: Mayor Donnie Tuck, Ryan Downey with HCVB, Ian Armstrong and Christopher Martin, with National Park Service

Excused Absence: Kemi Layeni, Simeon Green

Absent: Bill Harper, Jonathan McBride, Ryan Taylor-Fontes

The meeting was called to order at 4:05 p.m. by Lt. Col. Claude Vann. Roll call was completed. Motion was made to approve the minutes for May 8, 2018, with noted correction. Motion was seconded. Motion carried.

Co-Chairs Report:

Dr. Colita Fairfax shared that the retreat for the new Commissioners went well. The School Board meeting is tomorrow and the three winners of the Essay Contest will be receiving their certificates. Claude Vann is pursuing a location for the Tuskegee Airmen play to be held on March 25. Claude Vann received a proposed budget for the documentary on Aberdeen Gardens from David Barr, who wishes to produce under the 2019 umbrella.

Commemoration Committee:

Aaron Firth shared a request from the State Commission to have a singular joint event on Saturday. This committee came to a consensus to share in the planning of a joint event and the request has been delivered to the State Commission. We have not received the details of the State Commission's response. The state is eager to hear the City of Hampton's plans for the afternoon of Saturday, August 24, 2019 and Sunday, August 25, 2019.

Education Committee:

This committee has been involved in the essay contests. They have also planned the K-12 Teachers Institute at the Hilton Garden Inn on July 23-27, 2018. Speakers have been lined up for each day and hand-outs will be provided. There are thirty openings and registration is currently at half-capacity.

Marketing Committee:

Mary Fugere discussed implementation of the marketing strategy. If our marketing grant is successful, we plan to do bus wraps and additional radio. She shared that her media team is assisting in marketing 2019 events. Ryan Downey, present, is the Director of Media & Community Relations. Elizabeth Severs, Media Relations Manager is planning a press tour and she and Ryan have put together an itinerary. Leslie Baker, Media Relations Specialist, handles the website and social media. The advertising agency, Meridian Group, is participating in our Marketing Committee for 2019.

Mary Fugere attended the recent Youth Commission meeting and she invited their involvement in 2019. She shared the youth are very interested in working with the CVB on the Smart Phone tour app.

Resource Development:

Luci Cochran, Colita Fairfax and Claude Vann met recently and came up with good ideas to raise funds beyond funds the city will appropriate and funds the National Park Service will be allocating for the Commemoration.

Old Business:

Steve Bond shared that the budget has been submitted to the City Manager and City Council and assumes the budget has been approved.

Mary Fugere shared that much of discussions on the presentation talking points revolve around the narrative. Discussion followed. Colita Fairfax submitted that we need a ten-minute overview of why the Commission exists and what we are going to do. It was suggested that at the end of the presentation, there needs to be an "ask", how people can participate, donate, etc. A motion was made for a subcommittee to be appointed to get a general overview of key points for the public, finalize the power point presentation and take out specifics that are debatable. Motion seconded. Motion carried. Please let the co-chairs know if you are interested in being on the new subcommittee.

New Business:

Since we have budget approval from the City Manager, we need to create a tentative calendar of events that may be put in a brochure.

Claude Vann shared there needs to be a kick-off event to get the word out. A press release or media opportunity to kick off the 2019 events was suggested. We could possibly do an announcement 400 days out, which would be July 20, 2018.

Colita Fairfax suggested that the Commission wear their red shirts and have a group picture taken in front of the marker at Fort Monroe in August. Also, maybe have the August monthly meeting at Fort Monroe. Glenn Oder will find a meeting room location. Shirts have been ordered for the new commissioners.

Around the Table:

Bill Wiggins shared that Reverend Ron Myers is ailing with diabetes and blood issues. He is the founder of the Juneteenth Jazz Concert. Hugh Harrell made a suggestion to the Marketing Committee to possibly have a traveling exhibit for the Commission. Mary Fugere shared that we have a pull-up display, a table display and bookmarks that may be used at any event. She shared that we are currently developing a traveling museum-quality exhibit.

Mary Fugere shared that the AAAM (Association of African American Museums) is coming to Hampton University in August. We will be giving a presentation so they will be aware of 2019. Terry E. Brown said we are doing some very important work and thank you to all. He gave a special thank you to Aaron Firth, who leads the Commemoration Committee. Terry E. Brown reminded everyone that if you have an event, put it on the calendar. Claude Vann suggested adding the names of former members of the Commission to our letterhead.

Submitted by Terri Crickenberger, 6/6/18