



Virginia World War I and World War II Commemoration Commission



April 2, 2019, at 10:00 a.m.

Pocahontas Building, Speaker's Conference Room

virginiawwiandwwii.org



The Virginia World War I and World War II Commemoration Commission (the Commission) met in Richmond with Speaker M. Kirkland Cox, chair, presiding.¹ The meeting began with introductions and opening remarks followed by presentations and discussion. Materials presented at the meeting are accessible through the [Commission's website](#).

WWI and WWII Tourism Marketing Grant Recommendations

Rusty Nix, Virginia Tourism Corporation

In its seventh and final round of grants, the WWI and WWII Tourism Marketing Grant program yielded three applications, two of which were presented with recommendation to approve:

1. **Lead partner:** Virginia Arts Festival

Project name: *Virginia International Tattoo: A Salute to the Greatest Generation*

Award amount: \$10,000; Amount of match from recipient and partners: \$25,554.50

Summary: The Virginia Arts Festival's project is the 2020 Virginia International Tattoo scheduled for April 23-26, 2020, and dedicated to the "Greatest Generation." The 75th anniversary of the end of WWII in 2020 is a vitally important opportunity to thank the WWII veterans who are still with us, listen to their stories and the stories of those who are no longer with us, and ensure that the legacy of their accomplishments stays with us as a Commonwealth and as a nation. Commission funds will be used for marketing expenses associated with attracting out-of-region visitors to the 2020 Tattoo and to coastal Virginia.

2. **Lead partner:** Town of Colonial Beach

Project name: *Northern Neck WWI & WWII Commemoration Day*

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

Summary: This program will be a full day of events to honor veterans, including an opening ceremony with a color guard, a ceremonial band, and VIP guest speakers; educational sessions and discussions with regional historians; exhibits and displays of war memorabilia from regional museums; reenactors, vendors, and food trucks; and a USO-themed dinner/dance featuring a 1940s-era big band. Funds will go toward extensive promotion of the event across Virginia and surrounding states, including Maryland,

¹ **Members Present:** Speaker M. Kirkland Cox (chair), Senator Bryce E. Reeves, Delegate Marcus B. Simon, BG John W. Mountcastle (USA, Ret.)

Members Absent: Senator Frank M. Ruff, Delegate Gordon C. Helsel, Jr., Delegate Timothy D. Hugo, Charles F. Bryan, Jr., Clay Mountcastle, John L. Newby II

Pennsylvania, and Washington, D.C., to generate awareness, attract visitors, and position Colonial Beach and the Northern Neck as a year-round tourist destination.

A third application from the National D-Day Memorial Foundation requesting funds for marketing of *The Final Tribute: D-Day 75th and Beyond* was not recommended for approval, as the Commission has already awarded funding for the event in previous grant cycles.

Upon awarding the two final grants, the Commission will have awarded 33 grants in seven rounds, totaling \$172,804.50 in Commission funds matched by \$440,142.75 from 119 partners. The program, which is administered through the Virginia Tourism Corporation (VTC), will have a remaining balance of \$24,195.50. The Speaker noted that, because grant applications have begun to decrease as the commemoration comes to a close, the remaining funding might be best directed toward VTC's history tourism initiative, specifically toward the marketing of WWI and WWII sites in Virginia. BG John W. Mountcastle agreed that this would be an effective use of the remaining grant funds.

Senator Bryce E. Reeves moved to accept the recommendations as presented and to direct VTC to use any remaining funds from the Virginia WWI and WWII Tourism Marketing Grant program to coordinate and market history-related sites in Virginia under the marketing campaign, "Virginia is for History Lovers," with particular emphasis on WWI and WWII sites. Delegate Marcus B. Simon seconded the motion, and it passed unanimously. The Commission requested that VTC report on the use of the funds no later than August 1, 2020.

The Final Salute: 75th Anniversary of D-Day

April Cheek-Messier, President, National D-Day Memorial Foundation

Ms. Cheek-Messier presented an update on plans for the National D-Day Memorial's June commemoration of the 75th anniversary of D-Day in Bedford. Programming for *The Final Salute: 75th Anniversary of D-Day* will take place over the course of six days, with a major commemorative observance and gathering of WWII and Normandy veterans on June 6, 2019. The observance will feature an aerial tribute, a wreath-laying, remarks from dignitaries, and a WWII veteran roll call. As many as 15,000 people are anticipated to attend the events, including representatives from every Allied nation.

The Commission's partnership with the National D-Day Memorial for the commemoration includes facilitating registration for veterans, leading the veteran roll call, providing and presenting commemorative coins for WWII veterans, and assisting in promotional efforts for the commemoration. The Profiles of Honor Tour will be open for visitors during the commemorative activities.

Staff Report and Program Updates

Ginny Edwards, Reference Center Director, and Lily Jones, Research Associate, Division of Legislative Services

Rusty Nix, Virginia Tourism Corporation

Logo requests

Ms. Edwards presented six requests for use of the Commission's logos in association with WWI and WWII programming, with the recommendation that the requests be approved.

Senator Reeves moved to approve the requests. Delegate Simon seconded the motion, and it passed unanimously.



Members agreed that, because the logo approval process is handled effectively by staff, future logo requests need not be brought before the Commission for final approval.

100th Anniversary of Armistice Day

Ms. Edwards reported on the success of the Commission's commemoration of the 100th anniversary of Armistice Day, held at Dogwood Dell Amphitheater and the Carillon in Richmond on November 11, 2018. The event, hosted in partnership with the Virginia War Memorial and the Virginia Department of Veterans Services, drew more than 1,500 attendees. The day's activities began with an 11:00 a.m. bell-tolling followed by the annual Commonwealth's Veterans Day Ceremony. In the afternoon, the Armistice Day Festival featured WWI-era music and games, food trucks, a Carillon bell concert, an antique car display, a presentation by Woodrow Wilson and Edith Bolling Wilson reenactors, and a student art display and awards ceremony. Inside the newly renovated Carillon, open to the public for the first time since renovation began in 2017, 15 museums and historical organizations displayed WWI-related exhibits.

Profiles of Honor Tour and scanning project

Mr. Nix gave a report on the status of the Profiles of Honor Tour, which will continue through the end of the tour vehicle's lease in June 2019. In the years since the launch of the mobile tour in December 2016, the tour has seen 33,433 visitors, including 12,649 students, over the course of 99 tour stops in 57 localities. Eighteen mobile tour stops are scheduled for the final tour season.

The scanning program that travels alongside the Profiles of Honor Tour will travel independently after the mobile tour ends. Mobile tour staff will continue to facilitate the scanning of documents and photographs related to WWI and WWII to be archived permanently at the Library of Virginia. Fifteen scanning events are currently scheduled from July through December 2019.

2019 WWI & WWII Statewide Teacher Symposiums

Ms. Jones updated members on the Commission's two final symposiums to be held on July 18, 2019, at the Library of Virginia in Richmond and on July 25, 2019, at the Woodrow Wilson Presidential Library and Museum in Staunton. The 2019 symposiums, hosted in partnership with museums across the state, follow eight symposiums held in each of Virginia's Superintendent's Regions in 2017 and four symposiums held across the state in 2018. Ms. Jones noted that, as the Commission's role ends, partner museums have expressed interest in working together to continue the programs on their own in the coming years.

75th anniversary of V-J Day/Signing of Surrender Documents (September 2, 2020)

Plans for *A Better World Shall Emerge: 75th Anniversary of the End of WWII*, a major event in Norfolk to commemorate the end of WWII, continue to develop on schedule. A commemorative ceremony aboard the USS *Wisconsin* on September 2, 2020, will mark 75 years since the signing of the surrender documents that ended the war. The Commission is working with the MacArthur Memorial, Nauticus, the Hampton Roads Naval Museum, the Military Aviation Museum, the City of Norfolk, and the U.S. Navy to coordinate the event.



Other Business

The Virginia National Guard (VNG) submitted a request to the Commission in March 2019 for support for its 2020 Virginia Military Ball commemorating the 75th anniversary of the end of WWII. The Commission previously approved \$10,000 to support the VNG's 2017 Virginia Military Ball and associated programming in commemoration of the 100th anniversary of WWI. The Speaker noted that an equal amount would be appropriate to support the upcoming event, and members agreed that the Commission could support the event with funds not to exceed \$10,000 following the execution of a memorandum of understanding.

Senator Reeves moved to support the VNG's 2020 Virginia Military Ball with funding not to exceed \$10,000, and Delegate Simon seconded the motion, which passed unanimously.

Next Meeting

As there will likely be no substantive matters requiring a vote of the Commission in the coming months, members tentatively planned to meet again in spring of 2020 to prepare for the Commission's final event.

For more information, see the [Commission's website](#) or contact the Division of Legislative Services staff:

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