



Agenda – Mathews VA250 Local Commission Meeting

May 16, 2023

1. Welcome and Introductions
2. Discussion
 - VA250 resources
 - 2022 Annual Report
<https://rga.lis.virginia.gov/Published/2023/RD29/PDF>
 - Local commission
 - Logo request <https://va250.org/logo-request/>
 - Individual VA250 website
<https://va250.org/local-committee-profile-request/>
 - VA250 Marketing Leverage Program
Opens May 18, closes July 18
<https://www.vatc.org/grants/>
 - Mathews Local Commission ideas
 - Suggested Themes**
 - Connection to land
 - We the people: exclusion and inclusion, expansion of citizenship
 - American experiment: Founders didn't have all the answers so civic action, voting, civil rights
 - Culture, arts, music while experiencing history
3. Regional Meetings
<https://va250.org/local-committee-roundtable/>
Thursday, June 8, 2023, 10 a.m. to noon
Library of Virginia (Meeting Rooms A – C)
800 East Broad Street
Richmond, VA 23219
Parking: Attached garage (first-come basis); nearby street and lot parking
4. Adjournment

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May 16 Mathews VA250 Local Commission/Virginia Tourism Corp. (VTC)
Meeting Follow-Up

Virginia.org

For VA250, all virginia.org listings that are marked as VA250-related events will automatically populate on the VA250 site.

Virginia.org is used by more than 13,000,000 visitors per year all with an expressed interest in Virginia travel. These visitors log on from all over Virginia, the US and the world. The system is backed by VTC's multi-million dollar advertising campaign promoting the Virginia.org address and drawing users to the site. There is a lot of information on the web. Make it easier for travelers, travel agents and meeting planners to find you by listing on Virginia.org.

Info: <https://www.vatc.org/marketing/digital-marketing/webmarketing/>

Create an account: <https://www.vatc.org/marketing/digital-marketing/extranet-account-request/>

Recorded Webinar: <https://vimeo.com/708300627/09b216a2c6>

VTC Orientation

Orientation is June 13-15 from 9 a.m. to noon each day. It is free and virtual.

Register: <https://www.vatc.org/partnershipmarketing/orientations/>

VA250 Research

VTC asked Wilkening Consulting to conduct a study that analyzed the engagement with history (museum-goers vs. broader population) and findings related to public interest and messaging around the 250th.

- [Americans, Our History, and the 250th Study Presentation](#)
- [Americans, Our History, and the 250th: A Data Story](#)

Additional Commission Members

In terms of recruitment of additional local commission members, the VA250 State Commission suggests the following on their website:

To every extent possible, the local committee should include representatives from:

1. Tourism, especially local attractions, lodging, and restaurants
2. Economic development
3. Education – primary through college level where possible

4. Tribal representatives
5. Museums and historic sites
6. Local historical and cultural groups
7. Local governing body

DHR Historical Markers

<https://www.dhr.virginia.gov/highway-markers/>

African American Watermen research

<https://www.dhr.virginia.gov/historic-registers/500-0007/>

Full report: https://www.dhr.virginia.gov/wp-content/uploads/2023/03/500-0007_African_American_Watermen_MPD_2023_NRHP_Final.pdf

Items to Discuss During Organizational Meeting

- List of key dates and anniversaries leading up to 1776
- List of all history to highlight
- List of potential events
- List of potential partners and sponsorship opportunities