

Vietnam War Commemoration Advisory Committee

Public Meeting

241 18th Street South, Suite 101

Arlington, VA 22202

March 7, 2017

MEETING MINUTES

The Vietnam War Commemoration Advisory Committee, hereafter known as the "Committee," is a Federal advisory committee within the Department of Defense. The Committee operates pursuant to the Federal Advisory Committee Act of 1972, the Government in the Sunshine Act of 1976, and other relevant Federal regulations. The Committee meets at least twice a year. This is the seventh public session for the Committee.

AGENDA

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| 1:15 | Check-in | |
| 1:30 | Opening Statement | <i>Marcia Moore</i>
<i>Designated Federal Officer</i> |
| 1:35 | Introduction to the Conceptual Plan for the Vietnam War 50 th Commemoration's 2018-2025 Activities. | <i>Larry Brom, Assistant Director of Plans and Operations</i> |
| 3:30 | Adjourn | |

ATTENDANCE

Vietnam War Commemoration Advisory Committee Members

1. The Honorable Tom Ridge, Chairman
2. Colonel Clarence R. Anderegg, U.S. Air Force (Ret.)
3. Mr. Paul W. Bucha, Vice Chair
4. Lieutenant General George R. Christmas, USMC (Ret)
5. Chief Warrant Officer Three Donald M. Clarke, Army National Guard (Ret.)
6. Ms. Jeanette B. Early
7. General Larry Ellis, U.S. Army (Ret.)
8. Mr. Jerome S. Johnson
9. Ms. Ann Mills-Griffiths

Designated Federal Officer

Marcia Moore

Public

Terry Provance, Vietnam Peace Commemoration Committee

No public comments were received for this meeting.

Office of the 50th Vietnam War Commemoration

General James T. Jackson, Director
General Peter Aylward
Larry Brom
Jawara Ephraim
General Arnold Fields
Mark Franklin
Deborah Grays
LTC Nicole Hayes
General Donald Hilbert
Caitlyn Pabst

Jeffery Pehl
John Radke
Joe Ramos
Dr. Andrew Ringlee
General John Rose
Yvonne Schilz
Sandrine Silverman
LCDR John Supple
Matthew Trotta
Charlita Walker-Moses

SUMMARY

The meeting was called to order at 1:35.

Presentation

After introductory remarks from the Chairman, Larry Brom provided a summary of the Vietnam War 50th Commemoration (VW50th) activities and laid out the drafts of the Strategic and Concept Plans for the Closing Ceremonies (attached). He summarized the goals, objectives, and quantitative metrics used to evaluate the activities of the VW50th in achieving its congressional objectives and presented the numbers of events, commemorative partners, veteran lapel pins distributed, and oral history interviews recorded as evidence of our quantitative success measurements.

He highlighted the fact that our partners are taking the initiative to host events and attract new commemorative partners, demonstrating one of the qualitative metrics for evaluating our success. He further explained that over the next several years we anticipate a focused outreach campaign in five veteran-heavy states and have put in place a concept plan, which focuses on reaching out to and educating elected officials who may not know about the VW50th.

This was followed by a discussion of our concept for commemorative events in the years 2023 and 2025. During the period 2023-2025, we will encourage states to host their own commemorative events, but we will defer to them as to the type of event they wish to have, and provide assistance and support to the relevant public figures or organizations.

In 2023, we intend to have a wreath-laying event at the Vietnam Veterans Memorial and invite the Secretary of Defense, the Defense Ministers from our five allied countries, government officials, and commemorative partners.

Our last event would be in May, 2025, which will give us four months to close out the Commemoration by September 2025. Regarding this event, we plan to collaborate with the Memorial Day Concert in front of the US Capitol and invite the Secretary of Defense, the Defense Ministers from our five allied countries, and selected commemorative partners. By working in concert with the Memorial Day Concert, we can expand the size of our ceremony and reach a wider audience than we would be able to reach with just our resources.

Discussion

The question was asked what was significant about the year 2023 and would we consider an event on November 19, 2022, to honor the fortieth anniversary of the Vietnam Veterans Memorial, since many veterans relate to the wall and regard it as an important site. Ms. Mills-

Griffith reminded the Committee members that the Vietnam Veteran's Memorial Fund (VVMF) will have a major event to mark the fortieth anniversary of The Wall, and we may want to collaborate with them.

The Chairman asked how difficult will it be to keep commemorative partners engaged as the VW50th winds down, opining that current commemorative partner staffs will change over the next eight years, but some groups like VVMF, will continue to be engaged.

General Jackson emphasized that we want to tie our closing events in 2023 and 2025 to other Commemorative Partner events because it will be more effective and economical to execute, given what we anticipate will be a reduced staff and budget. By connecting with existing events, we also reach new people whom we normally would not be able to find.

Governor Ridge cautioned that the last few years could see diminished participation among our commemorative partners, which further makes the point that we should coordinate with existing commemorative events and repeated his caution that there are concerns about whether we can sustain these activities after 2020.

General Jackson reminded members of the Committee, in their roles outside of the Committee, to encourage others to become partners and spread knowledge of the VW50th. He offered to provide help with speeches, written materials, and information on the VW50th, but asked that we receive an After Action Report on to whom the presentation was made.

Way Ahead

Mrs. Moore will perform an online poll to select a date for the next Committee meeting, most likely sometime in September or October 2017.

The meeting was adjourned at 2:25.

I hereby certify, to the best of my knowledge, that the foregoing minutes are accurate and complete.

A handwritten signature in blue ink that reads "Tom Ridge". The signature is fluid and cursive, with a long horizontal stroke at the end.

Tom Ridge
Chairman
Vietnam War Commemoration Advisory Committee