



## 2016 Indiana Bicentennial Commission

October 15, 2013 Board Meeting Minutes

### I. Welcome

Commission members and staff present:

- First Lady Karen Pence
- Former Lt. Governor Becky Skillman
- Former Congressman Lee Hamilton
- Steve Ferguson
- PE MacAllister
- James Madison
- Mary McConnell
- State Sen. Jim Merritt
- Ellen Rosenthal
- Justice Randall Shepard
- Chris Jensen
- Deborah Wezensky

### II. Indiana State Archives Briefing and Tour by Jim Corridan, Director/State Archivist

- The Indiana State Archives celebrated its 100<sup>th</sup> anniversary October 1, 2013.
- It keeps the entire permanent collection of original state documents including ones dated before statehood (1816) and others pre-date the Northwest Territory period. (100 linear miles of records total.)
- A wreath laying is planned for the graves (Indiana and Washington, DC) of the 43 Indiana Constitution delegates as a part of the Indiana 2016 bicentennial celebration.

### III. Executive Director's Report

#### **Bicentennial legacy project collaborations in the pipeline**

- For example: Indianapolis Association of Arts Administrations – 70 percent present had Bicentennial projects in progress.
- Other programs/projects as noted in Commission binder under “Pillar III Community Involvement” - list “Proposed Bicentennial Projects”.

#### **Indiana Bicentennial Train**

- Partners: Indiana Historical Society, Indiana Railroad Company, Indiana Humanities and Indiana Bicentennial Commission
- Approximately 10,000 visitors to four (2013) sites: Kokomo, New Haven, Valparaiso and Delphi.
- Four sites for each year: 2014, 2015 and 2016.

#### **Bicentennial binders were distributed to each commission member present.**

- Contains Agendas, Notes, Organizational Structure as well as documents under Pillars I, II, III and IV.
- Binders will be updated as the necessary at Commission Board Meetings.



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#### Update: Progress on Goals Identified in Q3 - July, 2013

- Launch endorsement process – done – Ellen Rosenthal gave report.
- Hire additional employee – hired Deborah Wezensky August 12, 2013.
- Finalize budget(s) - still in progress and can be finalized when final projects are determined – needs to be soon.
- Establish fundraising plan and goals – in progress. Donna Imus has been engaged to propose a fundraising plan and goals (subject to budget finalizations).
- Launch a new user-friendly, engaging Bicentennial website – reveal at this October Board Meeting by Magnitude. A soft launch is targeted for Nov. 1, 2013
- Calendar for 2016 will continue to be an evolving project.

#### Goals identified for Q4 2013

- Launch [www.indiana2016.org](http://www.indiana2016.org) website publicly.
- Film PSA for website and PBS exposure
- First group of Applications for Endorsement are due December 31, 2013. Three (3) completed applications are currently on file. Partners with projects already in progress have been asked to complete the form for uniform data gathering, reporting and dissemination.
- Launch fundraising campaign.
- Participate in Statehood Day Program at the State House.
- Form Coin Committee. One volunteer committee member to date. Others interested, please inform Chris or Deborah.
- Improve focus and project definition in Bicentennial Book Committee

#### Introduced Bicentennial Boulevard collaborative project

- Preliminary discussions with Department of Administration, Indiana Department of Transportation have taken place.
- Potential fundraising project on state owned property on the west side of the State Capitol which backs up to Orr Plaza.
- Brick/Limestone pavers for Senate Avenue (between Ohio & Washington Sts)
- Rename that section “Bicentennial Boulevard” - sell commemorative markers
- Lasting legacy that is adjacent to the site proposed for Eternal Flame (lit at the conclusion of Sept/Oct 2016 92-county Bicentennial Torch Relay.)
- This proposed project site was already scheduled for repairs.
- Concerns were raised for pedestrian safety factors, Return on Investment: cost constraints/profitability and durability of brick roadway.
- Stewart Goodwin mentioned a current project for Indian War Memorial at the Circle. Cost per brick (with engraving) \$12.50 (using inmate installation labor) – selling for \$100 as fundraiser.



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- Jim Merritt made a motion to pursue the idea of the Bicentennial Boulevard. And the motion was seconded by Becky Skillman.

**Partner outreach letter has been drafted and is under revision.**

- It will go out statewide to Rotaries, chambers and other groups that have widespread circles of influence. Offer speakers to visit to talk about Bicentennial.
- Commission members and other partners should connect potential partners and volunteers with Chris or Deborah via email/phone at the Indiana Bicentennial Commission office.

#### IV. Committee Reports

**Marketing** – Katie Terrell and Dave Cain of Magnitude

- As a gift to the state, the creation, expansion of the site's platform as well as upkeep of the website, is being provided by Magnitude at no cost. **Log on [www.marketmagnitude.com](http://www.marketmagnitude.com)**
- Unveil of our new Indiana Bicentennial website [www.indiana2016.org](http://www.indiana2016.org)
- New events, features and collaborations can be highlighted in rotating banners.
- @Indiana2016 Twitter feed is pulled into site.
- Event calendar
- Fun facts for Indiana
- Meet the Commissioners
- Key pillars with brief descriptions
- In progress: Explore Indiana's counties/history
- Website traffic and visitor behaviors will be analyzed through Google Analytics.
- There is a place to volunteer, donate and explore becoming a Bicentennial Legacy Partner and to upload the Application for Endorsement PDF form for consideration by the Endorsement Committee.

**Nature Trust** – Mark Becker, Department of Natural Resources

**Progress to Date:**

- 59 land acquisition projects approved (map and list in Binder under: Pillar I – Nature Conservation).
- 39 different counties
- \$11.4 million BNT funds, \$15.9 million match from bargain sale values, local parks department funds, land trust funds and community foundations, etc. Financial support has come from 89 donors. Match ratio: \$1 : \$1.40

**August 2013 Update:**

- 18 closed/completed – a diversity of projects and 5 additional new counties
- For a total of 2,248 acres
- Uncommitted available balance: \$18.6 million



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- DNR is also keeping track of acres protected by private landowner easements and this will be included in the map for the January 2014 board meeting.
- The geographic distribution of BNT projects is spreading throughout the state and the DNR is proactively reaching out to collaborate with community foundations through connections Chris has made and with parks directors in those “blank pockets” on this Sept. 2013 map.
- A strategy for distributing signage for BNT properties is being developed.
- A Bicentennial Signature Project Special Announcement
- Governor Pence and First Lady Pence, as well as some Commission members, were at Cope Environment Center, outside of Richmond, Oct. 9 to announce the creation of the Bicentennial Legacy Conservation Area. The preserved area covers the east fork of the White River, from U.S. 40 at the north end to the southern tip of the Brookville Reservoir; a multicounty project touching Wayne, Union and Franklin. It contains several high-quality preserves and endangered species. The goal is to connect properties to create a larger preserve – nationally a unique, non-traditional public-private partnership program.

#### Endorsement – Ellen Rosenthal

- *Application for Endorsement* is located under “Pillar III Community Involvement”
- Any organization throughout Indiana that would like its project/program to be endorsed as a Bicentennial Legacy Project by the Indiana Bicentennial Commission must fill out this form.
- *This is not applicable to Bicentennial Signature Projects: The Bicentennial Nature Trust, Bicentennial Torch Relay and Bicentennial Legacy Conservation Area do not need the committee’s endorsement as the entire Commission identifies and endorses Signature Projects, a different designation level of Commission “owned” projects.*
- The Endorsement Committee will determine if the project/program can be endorsed based on the criteria deemed based on priorities identified at the July 2013 Board meeting. (List of priorities can be found in Binder “Organizational Structure”).
- Four times a year the Endorsement Committee will meet in March, 2014. The first group of Applications will be reviewed for approval at that meeting. The Committee will then present the group to the Commission Board meeting on April 11, 2014.
- A matrix will be kept to track types of projects/programs and locations
- We must be proactive about getting the word about the Application to communities across Indiana. A PDF *Application for Endorsement* can be emailed to interested parties (contact Chris, Deborah, Ellen, or other committee members) and is also downloadable from our new website: [www.indiana2016.org](http://www.indiana2016.org)!
- A goal is to post approved subjects online for others to gain insights into possible project/program ideas. (Under “Pillar 3 Community Involvement” a list of projects is in progress.)



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#### Bicentennial Book – Jim Madison

- A wide range of discussion occurred at the initial Book Committee Meeting (members are listed under “Organizational Structure” in Binders).
- The committee moved toward a “hybrid” book: Diverse voices of present day Hoosiers and perspectives as possible. Poetry, innovations in agriculture, science, medicine, photos, essays by proven writers and distinguished Hoosiers, art and other possibilities as well. (Maybe images from the book could be used to create a poster?)
- An undertaking of this quality and magnitude requires a project manager that is devoted to the book project and progress.
- Who will pay for the book? Who will publish it? (IU Press? And they get all the proceeds?) Who is going to do the “heavy lifting”? A proposal needs to be created as soon as possible. A great book takes a couple of years.
- Next book committee meeting November 14 at 9:30 am Bicentennial Offices
- Partnership needs to happen to have the quality of book necessary. Indiana State Library wishes to explore potential collaborative effort.

#### V. Old Business

##### Torch Relay Update – Mark Newman, Indiana Department of Tourism

- Heavy lifting required – but pay-off makes all effort worthwhile
- Torch Committee includes Justice Shepard, Mary McConnell, Indiana Department of Transportation and Office of Community and Rural Affairs (OCRA) representatives.
- 21-page Operating Plan (located under “Pillar IV – Historic Celebration” in Binders)
- Bicentennial County Coordinator Identification & Collaboration Process
  - Letter of introduction from First Lady Karen Pence, co-chairs Former Lt. Gov. Becky Skillman and Former U.S. Representative Lee Hamilton and Chris Jensen, Executive Director, OCRA liaisons presented to County Commissioners to identify County Coordinators in respective counties.
  - The Bicentennial County Coordinators must have strong project management skills and a passion for Indiana to help spearhead state-wide Bicentennial and Torch Relay efforts.
  - 24 counties have been met with or in the process of being met with.
  - To date 15 Bicentennial County Coordinators have been identified – we’ve achieved 16 percent of our goal to engage 92 total coordinators.
  - CURRENT Goal: Engage all Bicentennial County Coordinators by November 30, 2013.
  - As Coordinators are engaged, subcommittee members will fill out the infrastructure.
- Route:



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- Indiana Department of Transportation key to evolve the route over time. Starts in Corydon concluding at State house “Eternal Flame” is lit in Indianapolis.
- Logistically realistic and as inclusive as possible while passing through 92 counties – communities, historic sites, population centers – so the most Hoosiers can experience the Torch passing through Indiana counties.
- Indiana State Police are handling safety and security issues communicating with local law enforcement agencies.
- Timeframe: September to October (6 weeks) 2016.

#### **Mural of Indiana – First Lady Karen Pence**

- Advantages to mural: Reaches every county. County determines what image/icon they wish to represent its unique culture/history/environment/flavor. It touches all four Pillars.
- Hurdle(s): 1. Funding. \$4,000 per county – less than \$400,000 2. Requires a project coordinator.
- A platform could be created where counties submit 3 to 5 images for consideration as “the” unique county image to be portrayed in a cooperative mural.
- End product: County creates a photo image and the artist makes it into a paint-by-number and it’s divided into 4 individual sections. There will be two identical county artworks-in-progress. Community members can paint (and sign) at the Courthouse, fair, schools, festivals...One mural stays in the county for display. The 2<sup>nd</sup> mural could become a traveling exhibit such as at the airport...
- Coordinated with Bicentennial County Coordinator
- Large sponsor such as WalMart, Kroger, Lilly, etc. could be engaged – sponsorship logo surrounds perimeter of the finished mural.

#### VI. New Business

##### **Fundraising Discussion**

- \$30 million for Nature Conservation – however there is a gap that needs to be filled to fund Bicentennial marketing, Bicentennial Torch Relay and Bicentennial Wreath Laying Ceremony, etc.
- Indiana Bicentennial Commission will have non-profit status under the 501 (c) (3) umbrella of the Indiana State Library Foundation (in process for nearly 1 year).

##### **Expert Fundraiser: Andy Canada, Johnson Grossnickle & Associates**

- Refine Goals: Key goals, key objectives and identify impact of projects. Hone list of Bicentennial “owned” projects
- Determine funding dollars necessary to reach those project goals
- People need to be able to really understand and see value of project.



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- Budget cycle: When do we need funds in place? For example, \$ for torch creation, funds to create commemorative coin, funds to create merchandise such as bicentennial t-shirts.
- Donors like to pledge over time – when can those asks/donations match fundraising benchmarks.
- Fundraising expert will need to determine check/funding process; gift acceptance procedures; how to thank donors; stewardship plan; identifies big donors and develops/coordinates prospect list – as well as identify and coordinate asks with Commission Members to open doors.
- Small group of folks – key focus fundraising – out making solicitations – leading by example with their own gifts. One-on-one conversations: Here's our plan Here's is where we need your partnership
- What is the board contributing financially? How invested are the members? Know why you personally are passionate to be fully engaged with the bicentennial!
- Bring in other community leaders, however the Commission is going to have to play an active role: Develop prospective donors list – individuals, companies who can and would be interested. Walk a fine line between a gift and a sponsorship – common in fundraising now.
- Can someone sponsor the book? A portion of Torch? List with dollar amount for example \$250,000 puts your name on \_\_\_\_.
- Rise above State funding and show the role everyone can play.
- 90 percent of funds will come from 10 percent of donors.
- Documentation for how checks are deposited, who controls funds, how do you get funds back – clear process.
- What gift-in-kind are we willing to accept – Will it help a project or distract from original scope and goals?
- Case for Support: Take all the Bicentennial initiatives and “boil them down” into a cohesive document? Be able to determine overall impact. More than a celebration for 2016 but leaves a last impact? HOW? Motivating language to solicit bigger funds/bigger donors. Perhaps a select conversation with a few key donors.
- Nail down number of projects we can handle and do very well. A hard-line deadline to no longer add any projects.
- 30-second Famous Indiana (past or present) on television 1 per day 2016
- Many people are going to be excited to be involved in the bicentennial

#### 2014 Indiana Bicentennial Board Meeting Schedule

Jim Merritt suggested that Board meets more than once a quarter.

Dates for 2014 Board Meetings: Fridays at 9:30 to 11:30 a.m.:

- January 17, 2014 – Indiana War Memorial  
341 N Meridian, Indianapolis – Michigan ST entrance



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- February 28, 2014
- April 11, 2014
- May 23, 2014
- July 11, 2014
- August 22, 2014
- October 3, 2014
- November 14, 2014
- January 16, 2015