

2016 Indiana Bicentennial Commission Meeting

Wednesday July 10, 2013

9:30 a.m.

- Members Present:
 - Former Lt. Governor Becky Skillman
 - Former Congressman Lee Hamilton
 - First Lady Karen Pence, Ambassador
 - Chris Jensen, Executive Director
 - Mickey Maurer
 - Mary McConnell
 - P.E. MacAllister
 - Jim McCormick
 - Senator Jim Merritt
 - Ellen Rosenthal
 - Tony George
 - Howard Cohen
 - Rep. Charlie Brown
 - Steve Ferguson
- Lt. Governor Skillman opened the meeting and thanks Mrs. Pence for hosting
 - Mrs. Pence gave a welcome to the group and explained the construction of the Hoosier Room by First Lady Judy O'Bannon
- Bicentennial Nature Trust Update
 - Lt. Governor Skillman reported that this was the fifth round of approval for projects which consisted of 9 projects
 - \$1,208,250 in BNT funds and leverage \$1,541,200 in matching funds
 - Overall: \$9,353,597 of BNT funds, matched by \$12,931,528 for 44 projects
 - Overall, our match ratio is running \$1 : \$1.38
 - Hamilton thanks the DNR for continuing to be a great partner in this project
 - McConnell stated that there is great enthusiasm for the nature trust across the state, particularly from community foundations
 - Maurer mentioned that he recently read that Indiana was ranked 45/50 based on quality of parks. Hopefully this effort will help move us up.
- Executive Director's Report
 - Jensen noted the many places he has traveled and groups he has met with over the past three months. He also listed the three remaining pillars of focus for the commission and the different projects that are already underway:
 - Youth and Education
 - Statehouse Tour Office
 - Essay Competition for Statehood Day

- All focused on Bicentennial
 - Meeting with Craig Hartzler, Chief of State to Supt. Glenda Ritz
 - Bicentennial Children’s Park
 - New initiatives
 - Indiana State Library
 - One Book, One State
 - Possible Children’s Book on Indiana
- Community Involvement
 - Indiana Humanities
 - Community Conversations
 - Indiana State Library
 - Bicentennial Heritage Grants
 - Focus on local history
 - Indiana Historical Bureau
 - Sign Program for legacy projects
 - First Lady’s Initiative
 - Judy O’Bannon
 - Rep. Charlie Brown suggested that first lady’s of cities be involved as well.
 - Hamilton noted the importance of Mrs. Pence & Mrs. O’Bannon as key voices across our state
 - Office of Community and Rural Affairs
 - Possible Grant funding for local projects
- History & Celebration
 - Indiana Department of Tourism Development
 - Torch Relay
 - Virtual Choir
 - Archery Competition
 - Heritage Tourism Platform
 - QR Codes on Historic Markers
 - Indiana Historical Society
 - Bicentennial History Train
 - Starting this Fall
 - Indiana State Archives
 - Wreath Laying on Constitution-signers graves
 - Locally and in Washington D.C.
- Marketing Committee Update
 - Brian Blackford of the Indiana State Fair updated the commission on the activities of the marketing committee
 - New logo

- New website in design, hope to launch soon
 - Nature Trust signage
- Hamilton noted the importance digital media will be for the bicentennial
- Ellen Rosenthal mentioned Ball State University's digital textbook and how the commission should integrate with that effort
- Skillman noted that she and Hamilton met with a group of media leaders across the state.
- Hamilton noted that each commission member should be contacting local media to communicate about the bicentennial. Hamilton & Skillman will tackle larger markets for promotion.
- Brown is concerned with communicating with NW Indiana as they often get Chicago news
- Blackford noted that new strategies will be necessary to communicate to complex markets
- McConnell suggested that we put profiles together of commission members for distribution to media outlets
- Nature Trust Committee Update
 - McConnell updated the commission on a meeting with Craig Hartzler of DOE. DOE has assigned us a person to assist with educational efforts.
- Endorsement Committee Update
 - Rosenthal will head up the endorsement committee.
 - Hamilton noted that it is important to put standards in place for use of our logo and endorsement. Many groups have already approached us.
- Old Business
 - Torch Relay
 - Mark Newman gave an update on the Torch Relay presentation he gave at the last meeting. This included committee structure, timeline and budget
 - Hamilton noted that security will be very important. Newman noted that he and Jensen have a meeting with State Police next week and have met with INDOT to develop the route.
 - Maurer suggested that we reach out to the Olympic torch committee for suggestions
 - Cohen thanked Newman for the preparation that was put into the torch relay presentation
 - Hamilton motioned that THE 2016 INDIANA BICENTENNIAL COMMISSION ENDORSE AND SUPPORT THE TORCH RELAY AS A SIGNATURE EVENT OF THE 2016 BICENTENNIAL CELEBRATION.
 - Brown Second. Unanimous vote in support.
- New Business
 - Mural of Indiana Project Proposal

- Doug Arnholter of Zionsville presented a Mural of Indiana Project Proposal
 - Artist design a picture of each county
 - Do the painting in each county and leave a copy
 - Maurer noted that it was important that each community keep a copy
 - McConnell voiced her support of the project
 - Hamilton echoed McConnell's support
 - Rosenthal mentioned that this project really lends itself to festivals across the state
 - Pence noted that this could be done at county fairs. Due to the immense undertaking and money involved, it would have to be done sooner rather than later. We need to focus on finding one main sponsor for the project.
 - Rosenthal noted that people could use the internet and websites for voting.
 - Hamilton suggested that Arnholter work with Pence and Jensen to seek the best path forward
- Strategic Planning Exercise
 - The Commission then moved to a strategic brainstorming session of ideas. The ideas and their support are listed below.
 - Skillman adjourned the meeting at 12:15 p.m.

Criteria

1. Time
2. Cost ● 1
3. Legacy ● 3
4. **92 county inclusion ● 8**
5. Youth engagement ● 2
6. Honors the past
7. Leads to the future ● 3
8. Positive exposure of Hoosiers ● 1
9. Human capital ● 1
10. Will all Hoosiers buy in? ● 1
11. **Inclusion of all cultures ● 8**
12. Honor senior citizens ● 1
13. Emotional impact ● 1
14. Coordination with school curriculum
15. **Achievable ● 8**
16. **Celebratory ● 8**

17. **Attractive to Media** ● 4
18. Encourages/celebrates connections

Projects

Projects already underway:

1. Nature Trust
2. Torch relay
3. Bicentennial train
4. Coffee table book

Projects for consideration:

1. Virtual choir
2. **Mural** ● 5
3. Local engagement suggestions ● 1
4. Focus on local history
5. Essay contest for children
6. Photography contest for teens
7. Speakers Bureau ● 2
8. **200th birthday party for Indiana (culmination)** ● 5
9. **Big problem-solution idea** ● 7
 - a. Childhood hunger
 - b. Poverty
 - c. Nutrition/Obesity
10. **Add theme to major events that already occur (e.g. Bicentennial Limestone Festival)** ● 5
11. Tie in with veterans ● 2
12. Bicentennial Babies ● 1
13. Scholarship program for Bicentennial Babies
14. State-wide health and fitness goal ● 3
15. **Highlight a Notable Hoosier of the Day** ● 7
16. School curriculum project
17. Publish/provide state timeline to schools
18. History map plaza ● 3

19. Website or app providing an interactive map for kids ● 4
20. Program/passport for intra-state travel ● 3
21. Geocaching/treasure hunt
22. National Geographic article ● 1
23. Look to older states for ideas ● 2
24. Connect with county museums ● 1
25. Commission coin ● 1
26. Connect with 100-year anniversaries of Indy 500 and James Whitcomb Riley's death ● 1
27. County → Region → State competition/tournament ● 3
28. Memorabilia
29. Endorsement process
30. County quilt