



Indiana Bicentennial Commission  
Board Meeting Minutes – August 22, 2014

Present:

Representative Charlie Brown  
Howard Cohen  
Steve Ferguson  
Lee Hamilton  
Mary McConnell  
Senator Jim Merritt  
First Lady Karen Pence (phone)  
Ellen Rosenthal  
Becky Skillman

Staff:

Perry Hammock  
Rene' Stanley  
Deborah Wezensky

I. Welcome by Connie Bruder, Interim Director, Indiana State Library

II. Executive Director's Report - Perry Hammock

a. Biennial Budget Request

A draft budget has been compiled and is under review. The plan is for Commission members to discuss the budget process in more detail at the October IBC meeting.

b. Activity Update:

- IBC staff had a booth at the State Fair.
  - Connections were made with 25 groups at the fair including Purdue Agriculture and Department of Natural Resources.
  - 151 new subscribers to Indiana Bicentennial Commission newsletter
  - 139 new Bicentennial volunteers signed up for a total 200 volunteers. Volunteers are being connected to their Bicentennial County Coordinators.
  - 20 Bicentennial partners attended a State Fair Commission lunch and toured the newly renovated Coliseum.
- 49 key partner meetings have taken place including two private marketing groups regarding earned media.
- IBC staff had a conversation with eight Purdue engineering specialists to discuss the torch design and production for the Torch Relay.
- On August 28, agriculture leaders are coming to a summit at our building to discuss Bicentennial initiatives including a potential sponsorship.
- A September 11 meeting is scheduled with the Commission for Higher Education.
- Coordinating county visits: All 92 county visits should be completed by the end of October, 2014.



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- Eight Applications for Endorsement have been received varying from gardens and art to a potential Bicentennial race car.
- Marketing:
  - In the last six weeks we have recorded 28 media impressions.
  - The First Ladies PSA has been distributed to two media outlets.
  - Gov Delivery email list now has 3,900 recipients.
  - Twitter: In the prior week, @Indiana2016 had 500 views, 13 new followers for a total of 914 followers.
  - IBC now has an Instagram social media venue. To date, 128 photos from around the state are posted at INDIANA2016 and there are 119 followers.
- c. Progress on Key Metrics
  - Goal: Have \$5 million fundraised by the end of 2014
  - Continue to focus on nine projects the Commission has approved. Planning for the Bicentennial galas is underway.
  - 200 endorsed Legacy Projects by 2015. To date the Commission has approved 75.
  - Half way through county visits (June, July and August)
  - Six Bicentennial County Coordinators have yet to be identified: Marion, Allen, Morgan, Kosciusko, Jennings and Jackson.

### III. Committee Reports

#### a. Book – Perry Hammock

The book committee met with IBJ Publishing and two potential book project managers.

- Two documents were presented to the Commission regarding the Indiana Bicentennial book project:
  1. A draft agreement stating the scope of the project and approach prepared by Patricia Keiffner, IBJ Book Publishing, and
  2. A Project Proposal detailing Content Development and Editorial Content prepared by IBJ Book Publishing.
- No action was taken. Commission members recommended that the book concepts should include Arts/culture, Education, and Natural Resources.
- There is still the issue of funding the Bicentennial book project.

#### b. Diversity – Representative Charlie Brown

The Diversity Committee, Chair Representative Charlie Brown, Steve Ferguson, and Jim Madison, will meet following the October 3, 2014 IBC board meeting. Co-chairs Lee Hamilton and Becky Skillman offered their assistance.



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### c. Torch Relay – Mark Newman

- A Torch Relay route has been established. There may be some modifications that need to be made.
- A mobile visitor center will feature historical exhibits and become a part of local Bicentennial celebrations along the Torch route.
- Torch Relay Dates:  
Statehood Day 2014 – Governor Pence will announce the Torch Relay to the public. The Torch Relay will start September 9, 2016 from Corydon and arrive at the Statehouse October 15, 2016.
- Bicentennial County Coordinators will be given individual county binders containing Torch Relay information including the following:
  - County route
  - Overall Torch Relay route
  - Timeline information
  - Fact sheet
  - Key contact information
  - Torch bearers nomination process

## IV. New Business

### a. Commission Meeting Schedule

A board meeting schedule of dates from October 3, 2014 through January 8, 2016 and locations was presented for Board approval. Representative Charlie Brown made the motion to adopt the schedule, the motion was seconded and Commission members unanimously approved it.

### b. 2016 Celebrations – Annie Grinstead, Positive Energy

The Commission was provided an overview of the Positive Energy Events organization. Annie presented a vision for three Bicentennial events:

#### 1. Family Fun Day - Hoosier Homecoming, October 15, 2016

The Torch Relay ends at the Indiana Statehouse.

Start Family Fun Day at the White River Park, go down Washington Street, and proceed to the Statehouse and Monument Circle.

#### 2. Indiana Bicentennial Birthday Celebration Gala, December 10, 2016



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Venue proposed is the Indiana State Fair Coliseum. The black-tie gala would be held on the Coliseum floor. A VIP reception area would be on the second tier. A dance floor would be created on the stage.

### 3. Day of Praise, December 11, 2016

Some concern was voiced about a black-tie theme and it was proposed to create a more inclusive theme with a more interactive celebration stations. Sponsorships could make this gala more accessible to more persons from all 92 counties. Another suggestion was to hold a black-tie event December 11, 2015 as a kickoff and fundraiser.

#### c. Results from Bicentennial Plaza RFI – Jessica Robertson, IDOA

A firm MKSK was selected as the vendor for the Bicentennial Plaza. MKSK is a landscape architecture, urban design, and planning firm with offices in Indianapolis, Columbus, and Covington. The firm was charged with presenting preliminary design concepts that create a green space on the Statehouse campus. A welcoming space that would provide a home for the torch, the time capsule with amenities such as a water feature, trees and sitting areas. The target date for groundbreaking is October 2015 with an opening to the public in October 2016.

Eric Lucas, MKSK principal, was introduced to give an initial overview of the plaza design elements which encompassed the torch, the time capsule and the plaza itself.

Concerns were raised about the costs of creating a water feature and maintaining it given the Indiana climate. It was also mentioned that the feature may present a safety risk.

## V. Old Business

### a. Capital Projects Update – Jessica Robertson, IDOA

- Education and Welcome Center on the Statehouse campus:  
Conner Prairie is consulting with the IDOA to get the project started. It would be a space to which groups could come to learn about state history to be housed in the Indiana State Library building. It is planned to open the Education Center to coincide with Family Fun Day, October 15, 2016.
- Indiana Archives Solution: An RFI has been issued. One option is 777 North Meridian which is on the War Memorial mall. Anticipation is for a ribbon cutting in 2016 for the Archives' new home.

### b. Housing Private Gifts for Bicentennial Projects – Jessica Robertson, IDOA



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IDOA is finalizing an agreement with the Central Indiana Community Foundation (CICF) to accept and hold the private funds from donors to support the 2016 Bicentennial efforts.

CICF is a 501(c) (3) therefore, donors will be able to receive any tax benefits that result from their donation to the CICF-Indiana Bicentennial Fund.

Senator Jim Merritt passed out CICF-Indiana Bicentennial Fund pledge cards. One completed pledge card was received from Perry Hammock.

### VI. Open Discussion

Representative Charlie Brown suggested creating a Bicentennial Countdown to inform supporters, partners and volunteers of basic goals for planning and implementation of Bicentennial initiatives.

A conference call, to be coordinated with the First Lady, is to be scheduled for September to garner Commission members' input regarding the three 2016 Bicentennial celebrations. The information will aid Annie Grinstead, Positive Energy, with revisions of celebration proposals.

### VII. Formal Meeting Adjourned

Next Indiana Bicentennial Commission board meeting:

October 3, 2014 - 9:30 am to 11:30 am

Location: Conner Prairie Interactive History Park -- 13400 Allisonville RD, Fishers, IN 46038