2016 Indiana Bicentennial Commission

January 17, 2014 Board Meeting Minutes

I. **Welcome and Introductions**

Commission members and staff present:

- Former Lt. Governor Becky Skillman
- Former Congressman Lee Hamilton
- Judge Sarah Evans Barker
- Representative Charlie Brown
- Steve Ferguson
- Tony George
- James Madison
- Mary McConnell
- State Sen. Jim Merritt
- Ellen Rosenthal
- Justice Randall Shepard
- Chris Jensen
- Deborah Wezensky

II. **Indiana War Memorial Welcome and Tour** by J. Stewart Goodwin, Brig Gen, USAF (Ret), Executive Director, Indiana War Memorials Commission

III. **Executive Director's Report**

Bicentennial progress: 2013 county visits

- **40 of 92 Counties**, engaging community leaders such as:
  - Chamber of Commerce
  - Convention and Visitors Bureau
  - Community Foundations
  - Historical Societies
- **2013 Media**
  - Social Media: over 560 Twitter followers
  - More than 50+ media hits
  - Newspapers
  - Radio

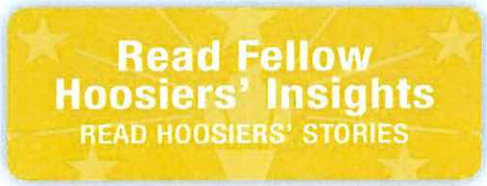
Update: Progress on Goals Identified in Q4 - October, 2013

- Launched www.indiana2016.org website publicly with press release Nov. 6, 2013.
  - Volunteer forms received to date: 25.
  - New "Explore Indiana" resource with an interactive map of Indiana's 92 counties. Website visitors can "virtual tour" Indiana's county through photos of the county

courthouse, county square, facts, statistics and anecdotes about the county and its residents.

- New "Hoosier Insights" is an online platform housed at the official Bicentennial website www.indiana.org/resources/hoosier-insights from which Hoosiers can share what they love about Indiana: Their County, about being a Hoosier, a favorite Indiana moment, historical site, state park, festival or get-away destination.

  Website visitors will find insights of fellow Hoosiers – from published authors to 4th grade winners of the Annual Statehood Day Essay Contest writing about Bicentennial Heroes – Hoosiers across the state sharing what makes them genuinely proud of our state.



  As we prepare for our state's 200th birthday, share your Hoosier insight. Together, we can help connect Hoosiers as "One Indiana" and build anticipation for the 2016 Indiana Bicentennial celebration.

- Film PSA for website and PBS exposure being explored
- First group of Applications for Endorsement were received December 31, 2013. Total Applications for Endorsement: 32.
- Fundraising campaign is being reevaluated due to the Governor's Office Presentation by Marilee Springer, Deputy Chief of Staff and Senior Counsel, during this Jan. 17, 2014 meeting.
- Participated in Statehood Day Program at the State House. Over 400 4th graders.
- Form Coin Committee in progress.

- Meetings of the Book Committee and discussions with IBJ bring more focus and project definition. More information in Book Committee report.
- Partner outreach letter has been drafted and is under revision. OCRA representatives delivered letters to county commissioners to identify Bicentennial County Coordinators for each county. A full-page job description was provided to recruit these coordinators.
- To Date: 80 Bicentennial County Coordinators recruited.
  (Missing: Adams, Allen, Bartholomew, DeKalb, Huntington, Jasper, Lake, LaPorte, Porter, Pulaski, St. Joe, Vigo)
  NOTE: Judge Sarah Evans Barker provided potential coordinators in St. Joe County. And Representative Charlie Brown is going to follow up in Lake, LaPorte and Porter Counties.
- Indiana Bicentennial Commission board members are asked to connect county leaders as potential Bicentennial County Coordinators in the above counties.
- Commission Member Responses: Rep. Brown will contact Lake, LaPorte and Porter. Judge Sarah Evans Barker provided contacts in St. Joe and Vigo.

Goals identified for Q1 2014

- Film PSA for website & PBS usage
- Form Coin Committee
- Develop media calendar for '15 & '16
- Increase commission travel – 52 additional counties by end of 2014
- Finalize Endorsed Signature Projects - For example: Bicentennial Nature Trust – Nature Conservation Pillar I and Torch Relay/Everlasting Light Monument – Historical Celebration Pillar IV.
- Identify additional Signature Projects one in each remaining pillars: Youth & Education Pillar II and Community Involvement Pillar III.

Commission responses:

Judge Sarah Evans Barker raised a concern for an "over arching" Bicentennial theme. She suggested that the Commission and Co-chairs brainstorm for potential themes to focus on the future of the state and doing something for young people. One possible idea: Bicentennial babies initiative, that all Indiana children born in 2016 would have access to the nurture, care and healthy living guidance to be able to live 100 years -- to see the tercentennial in 2116. Partners such as campuses, universities, technology, economic growth, etc. that is around this principle may make this idea work.

Jim Madison suggested that the Commission consider – where do we want to see Indiana in the next 100 years.

Co-Chair Becky Skillman suggested that a portion of the next Board Meeting on Feb. 28 be identified as time to brainstorm the above.

Each Commission Member should garner potential "over arching" theme and be prepared to share their ideas. Consider reaching out to groups where young adults and youth can speak to their hopes and insights about the future. Young professionals' organizations across the state would be one potential source. Also Student Council Association, perhaps STEM related organizations.

Ellen Rosenthal offered to conduct a test case at Conner Prairie with its younger volunteers.

Chris Jensen will be meeting with eight districts of Indiana Superintendents. It was suggested to use these opportunities to ask superintendents across the state to create youth advisory committees to engage youth in the planning and implementation of Indiana's Bicentennial Celebration – to ignite the future.

Questions you may pose to young people:

- What should Indiana look like in 100 years? 200 years?
- How should we celebrate Indiana's bicentennial in 2016?

- Identify additional Signature Projects one in each remaining pillars: Youth & Education Pillar II and Community Involvement Pillar III.
- Fundraising (Pending Governor's Office Presentation today)
  - Review budget/goals
  - Plan
  - Personnel

IV. **Governor's Office Presentation** by Marilee Springer, Deputy Chief of Staff and Senior Counsel

The Governor was happy to have met with Co-chairs Becky Skillman and Lee Hamilton in Dec. 2013.

When the Governor speaks about the bicentennial, he uses the same statement, "We want to honor our history, but we want a legacy as well."

What that may look like when we engage students? And what does that look like with the memorials that we leave? To leave a lasting legacy that looks backward and moves us forward.

Governor Pence wants to have a lasting legacy that will serve Indiana's history going forward. He encourages the Commission to identify what are the Signature (Indiana Bicentennial Commission endorsed) Projects in each pillar. (See **Goals identified for Q1 2014** p.3)

He would like to see Bicentennial initiatives surrounding history and the arts. When we teach history. How we teach history. Should we strengthen our history curriculum for high school students to focus on entrepreneurship?

The Government wants to utilize the power of the Governor's Office in his role as Chief Executive Officer to ensure that every state agency supports our work.

He has a vision for what capital projects should look like. He is interested in the state using its resources and its budgets to support these. The Commission is asked to identify capital projects in each of the four pillars for which state funds can be utilized. The Governor's staff is developing the administration's budget that will be presented in 2015 session.

They will be willing to ask for designated dollars for the bicentennial efforts if you use this to develop lasting memorial projects for which we utilize state funds.

Springer: We are hopeful that if we request budgets in the 2015 session, we can set up matching gifts and leverage private philanthropy to continue to support the legacy projects identified by this Commission. The Governor is interested in using state funds to help you realize your mission.

The budget will go to the legislature next January; it will be for funds that begin to flow starting July 1, 2015.

Springer admitted that's a little late for you for new capital projects however, the governor is willing to talk with the Commission about how we can utilize state resources and bridge that gap between now and July 2015.

The primary message is that the Governor wants to be helpful to the Commission:

- To marshal all of the resources of all of our state agencies to support the Commission's efforts under the Commission's umbrella – or that is expressing the vision of the state agencies in terms of the bicentennial. And also that he is willing to commit state resources to support their efforts once you identify capital projects in each of the pillars.

Commission response:

Judge Sarah Evans Barker asked in the Governor would support non-capital projects such as a Third Century Scholar - maybe in history. Would he be willing to consider an array of projects?

Springer responded yes, they would be open to all of those expressions. They are willing to use their budget development process to consider projects/programs in addition to the four (one in each pillar) capital projects.

Judge Barker: Is part of his commitment to enlist and empower all of the state agencies and also a directive to them to look within their resources to look for opportunities to do something that lines up with their more parochial practice?

Springer: Yes, for example, the State Archives. Our State Archive facility needs work. It needs to be updated. It needs to be protected and its documents digitized. But what if we got this work to include interactive aspects so students may engage in history?

Judge Barker: How does that process get started and unfold? Do we look to the State Archives to come up with a proposal and then bring it to the Commission?

Response: One thing is that the Commission needs to identify a list of target projects for this and then reach out to your external partners and state agencies. Your external partners should not all be in state government– talking the Historical Society and other important players in Indiana in terms of the preservation of history. Then come back together as a group to review those projects and make proposals to the administration in terms of here's how we prioritize them. Springer will be the point of contact in the Governor's Office.

Suggested priorities: The celebration of art; the celebration of history. One would be the Archives. Another, lasting opportunities to celebrate the Arts such as commissioning art work that would commemorate the Bicentennial. Education: K-12, higher education.

Regarding budget requests: Chris Atkins, OMB Director, will work with the Commission with regard to the Governor's budget. The budget will be reflective of all budget requests for all agencies. He will work the Commission, DNR, State Museum, State Archives, IDOE, IHB, etc. to create a unified strategy and budget.

Response to the Governor's Office Presentation:

Co-chair Lee Hamilton: The Governor, in every respect, wants to be cooperative. He clearly wants the Commission to take the lead, to come with ideas. This is a very cooperative stance that Governor takes. We should convey to him our appreciation for that. He doesn't want to intrude.

Secondly, we have been challenged to come up with ideas and specific projects and work with them. It is very important to gain the cooperation of other state agencies – it creates unity of effort and greater efficiency.

Co-chair Becky Skillman: We understand that the Governor is going to ensure that there is a very successful celebration in 2016. And on the other hand, we want him to be proud. We are very pleased with this first meeting. And we appreciate the amount of support he has pledged to give toward our work. I personally have been concerned about the fundraising aspect all along. All of us need to manage expectations as we go forward and make requests in the state budget. The Governor has pledged to look at our needs. There are many organizations, many individuals, there are many groups that have needs as well and we need manage our expectations. When we talk about our four pillars, the Governor has asked us to make them a priory. But then we talked about multiple projects as well. Managing the expectations, narrowing the scope down. The coordination of state agencies requests needs management from a much higher level.

Judge Barker: The hard part I heard was finding matching funds. We don't have to just think of a project but we have to think of a strategy and we need to get some state resources "but that won't carry the day."

For example, the State Archives. We can't believe funders will want to contribute to a state agency.

But the digitizing the Archives. We do have resources in Indiana that are in that business that might have a special interest in funding that part of the project.

Co-chair Lee Hamilton: It is my understanding that the Governor knows of some sources that are waiting to come forward to be in support of bicentennial projects. They don't want to go off in all different directions; they need some leadership from us. What's the mechanism to develop this private partnership? How do we activate them? It is my understanding that there is considerable funding available in the private sector for the bicentennial.

Springer: Two things. We have had others reach out to our office expressing a desire to be supportive but they didn't understand the best way in. Many have received multiple asks and private donors won't give to campaigns that are not unified. We need a unified vision, a unified budget and a unified capital campaign. We would like to work with you. Chris Atkins could come to the next board meeting to talk with you more about what a capital campaign would look like. So you can start to mirror your philanthropic strategy with the state budget strategy.

Mary McConnell: Do we have a fundraising professional hired?

Co –chair Becky Skillman: We had begun discussions with a fundraiser. There is no contract signed and that had been tabled due to the knowledge of the Governor's Office Presentation today.

Mary McConnell: A capital campaign would take a lot of support and staff. It's expensive. You have to spend money to raise money. How is hiring staff to perform a comprehensive campaign going to be dealt with? A bare-bones campaign means we are looking at ten percent costs. If you are raising $20,000,000 then you need $2,000,000 to cover the costs of it.

Springer: We will be supportive of assisting some of that funding this year. That would require administration to find efficiencies to be able to provide that support; this something that we and the state Budget Agency are looking to do.

Response Co-chair Lee Hamilton: I think it would good as Co-chair for Becky and I and maybe some other commissioners to meet with your people in the Governor's Office, the private sector and a staff discussion about the kind of direction they want. Also, what kinds of goals are reasonable?

Response Rep. Charlie Brown: That discussion could start with legislative leadership to find out how much they are aware of us.

Response Co-chair Lee Hamilton: Becky and I should meet with both houses.

Representative Charlie Brown and Senator Jim Merritt can help facilitate this meeting with the chairman of ways and means.

Response Co-chair Becky Skillman: Don't you think before we meet with the private partners we have to have our act together? We need to articulate our goals, these are the projects. We don't want to take the scatter approach. The Commission has made no asks.

Response Judge Sarah Evans Barker: We need to have in mind what kinds of gifts are tied to different levels of funds given. Given we are a public entity; we have to find the right way to honor the gift.

Springer: How do we look for our legacy projects in each of the pillars? On the legacy side, what are the projects and what are the budgets? And at the same time, how do we develop a capital campaign using efficiencies?

Mary McConnell: Do you have somebody in mind to champion this capital campaign that is passionate about the bicentennial and willing to commit to the next two years. Who would be the chair of the campaign?

Marilee Springer: We need to get you a fundraising head that has the magnitude and breadth to be able to take on this job.

Ellen Rosenthal: We have 32 Applications for Endorsement as Bicentennial Legacy projects from across the state. One aspect of the endorsement is that the project needs to be achieved without Bicentennial Commission funding. We are going to think about how to be fair in terms of gaining funds that may be being asked for by some of these projects and programs that the Indiana Bicentennial Commission is endorsing.

Mary McConnell: Does the Indiana State Library [Foundation] as a 501.3.c have the capacity to continue as the Indiana Bicentennial Commission's fiscal agent given the scope of this capital campaign? Will the structure be there?

Rep. Charlie Brown: We need to schedule a meeting with both chambers.

After some brief discussion about the urgency to schedule this meeting, it was determined that perhaps the best dates would be midway through the session – Feb. 5 and 6 is when the upcoming recess takes place. Co-chairs Becky Skillman and Lee Hamilton, Senator Merritt and Representative Charlie Brown are willing to have lunch with Sen. Long & Speaker Bosma.

V. Committee Reports

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

Progress to Date:

- 71 projects approved
  - 42 different counties
  - $12.6 million BNT, $17.8 million match
  - $1 : $1.40
- 28 closed/completed
  - 4,123 acres (more than 6.5 square miles!)
- Uncommitted available balance: $17.4 million

November 2013 Update:

- 14 applications, 12 approved
  - 4 land trusts
  - 4 local parks
  - 2 DNR Fish and Wildlife
  - 1 DNR Forestry
  - 1 DNR State Parks
- $1.5 million BNT, $2.1 million match
- 3 new counties to bring the total to 42

Ball Brothers Foundation, Delaware County, recently made a big commitment to the Delaware Community Foundation of a total of $225,000 (in installments) to match Bicentennial Nature Trust funds.

We are excited that the Nina Pulliam Trust, through a Nature Resources Foundation award of $100,000 grant, over two years, to offset the costs of staffing and administrating the BNT.

There are a few counties out of Indiana's 92 that, due to local philosophical differences with the concept of government ownership of land, some of these counties may choose not to have a BNT project. However, intentional outreach to all 92 counties continues through 2016.

NOTE: Updated BNT project locations map and an update Description of BNT properties was included in Indiana Bicentennial Commissioner's binder update handed out at the Jan. 17 meeting.

b. **Endorsement** – Ellen Rosenthal
   - *Application for Endorsement* is located under "Pillar III Community Involvement"
   - The first group of Applications has been received – 32 total, from 8 counties: Delaware, Grant, Hamilton, Howard, Howard, Marion, Monroe, Spencer and Wabash.
   - There are a variety of projects and programs from a collaborative bicentennial children's book created by Erin Albert, a Butler professor and Butler students. Also a classic automotive event in Kokomo, Community Conversations around the state, an interactive literary map of Indiana authors in all 92 counties and a Birth Book of poetry under the literary leadership of Joyce Brinkman, a former Indiana Poet Laureate.
     - Categories:
       - Nature Conservation – 2
       - Youth & Education – 18
       - Community Involvement – 6
       - Historic Celebration – 6
   - Committee is reviewing for approval by March 31, 2014.
   - The Committee will then present Round One of the Applications to the Commission Board meeting on April 11, 2014.
   - Next Application for Endorsement deadline: March 31, 2014
   - 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 > Programs and Events > Programs.

It was suggested by Chief Justice Shepard that we find a way to streamline the Endorsement process. The Endorsement Committee agrees and will work to decrease the amount of time between quarterly submissions received and review and approval by the Board members.

c. **Bicentennial Book** – Jim Madison and Judge Sarah Evans Barker

- The committee has had a number of meetings regarding a coffee table bicentennial book. The book would include a variety of essays from notable writers from differing sectors (for example: business & technology, land, Communities & culture, people, arts, leisure, etc.) on identified themes, photos, quotes, etc. This is what these Hoosiers were thinking as we approached the bicentennial.
- There is a lot to publishing a first-class book. The project requires a full-time project manager over a long period of time for a potential printing mid-2015.
- Again, there is the fundraising question. Upfront costs, project management consultation fee, photography, etc. There are no identified funds for this project.
- Chris has met with Indiana Business Journal Publishing IBJ for consultation in determining a book project timeline and budget. There has been some initial discussion of IBJ publishing the bicentennial book. But given the potential conflict of interests – an IBC commissioner profiting from the book – it is thought that other avenues to publish the book should be explored.
- The committee is taken by the scope of this project. The funding of it is another major project. The financial risks.
- Does the Indiana Bicentennial Commission wish to take on this project? Including the risks?

Co-chair Lee Hamilton: I feel that this is a very important bicentennial project. It creates a lasting legacy. Perhaps it could be some type of "reference" book for those interested in Indiana to look to for credible information.

VI. Old Business

Torch Relay update postponed until February 28, 2014

Comments Chris Jensen: The Indiana Office of Tourism is really spearheading the Torch Relay initiative. Maribeth Smith & Associates has been retained to help flesh out timelines and budgets and implementation of the Bicentennial Torch Relay.

With the assistance of the Office of Community and Rural Affairs OCRA, county commissioners and other county leaders 80 Bicentennial County Coordinators have been identified to head up local bicentennial committees.

VII. New Business

Budget was reviewed. It is a preliminary budget that is a starting point – especially given the need to identify capital projects in all four pillars (two have been identified – The Bicentennial Nature Trust and the "everlasting light" bicentennial monument on the state house grounds as a culmination of the 92-county Olympic-style Bicentennial Torch Relay.

The budget needs refining. And given the charges of the Governor's Office today it will undergo more revisions as joint bicentennial efforts progress. That is the Governor's Office, state agencies and the Indiana Bicentennial Commission's joint efforts.

VIII. Adjourn

The next Indiana Bicentennial Commission board meeting is February 28, 2014.
9:30 a.m. to 11:30 a.m. at The Nature Conservancy, 620 E. Ohio ST, Indianapolis, IN 46202

2014 Indiana Bicentennial Board Meeting Schedule Fridays at 9:30 a.m. to 11:30 a.m.

- Subsequent meeting schedule:
  - April 11, 2014
  - May 23, 2014
  - July 11, 2014
  - August 22, 2014
  - October 3, 2014
  - November 14, 2014
  - January 16, 2015