

2016 Indiana Bicentennial Commission Meeting

Thursday January 3, 2013

10:30 a.m.

- **Members Present:**
 - Lt. Governor Becky Skillman
 - Congressman Lee Hamilton
 - Chris Jensen, Executive Director
 - Mickey Maurer
 - Jim Madison
 - Mary McConnell
 - Randall Shepard
 - Judge Sarah Evans Barker
 - P.E. MacAllister
 - Senator Jim Merritt
 - Ellen Rosenthal
 - Tony George
 - Howard Cohen
- Lt. Governor Skillman opened the meeting and welcomed new members.
- **Bicentennial Nature Trust Update**
 - Lt. Governor Skillman reported that the 12 approved projects mentioned at the last meeting have a great geographic mix and mix of types of projects.
 - New and expanded trails in parks and wetlands.
 - Announced that there are another 5 projects that have been preliminarily approved including the signature project in Wayne County.
- Lt. Governor Skillman discussed the Bicentennial License plate.
- Suggestions for promoting the license plate were discussed.
- Chris Jensen stated that the Bicentennial License plate was available as of December 2012. It was noted that there will not be an additional fee to purchase the bicentennial license plate.
- Congressman Lee Hamilton moved to endorse the Bicentennial History Train Project. It was seconded and approved. Motion carried. Senator Merritt suggested that at some point they meet at the Train Depot.
- **Strategic Plan Presentation by Chris Jensen**
 - Mission Statement
 - Organizational Flow Chart
- **Pillar 1: Marketing & Promotion**
 - Website
 - Social Media
 - Twitter
 - Facebook

- Instagram
- Promotional video
- Video Contest
- Press Relations
 - Begin to “brand” with logo and press releases
 - “200 Strong” was suggested
 - Using “Hoosier” in the logo was suggested
 - “Hoosier Kids” was suggested
- Leading up to 2016, provide update press kits to media across the state on the “big picture” of 2016 celebration
- Develop email distribution list for all local events
- **Pillar 2: Speakers Bureau**
 - Prior and during 2016
 - Speakers Series
 - Focus on history of Indiana as well as upcoming celebration
 - Offer to:
 - Rotaries
 - Chambers
 - Community Foundations
 - Local festivals
 - Schools
 - Churches
 - Colleges
 - High School extracurricular groups
 - Online
- **Pillar 3: Bicentennial Nature Trust**
 - \$30 million nature preservation effort
 - Projects
 - Nature Trust Legacy Project – Bicentennial Children’s Park
- **Pillar 4: Partner Programming**
 - Prior and during 2016
 - Traveling Exhibit
 - Community Conversations
 - State Historical Agencies
 - During 2016
 - Monthly Features
 - Historical Landmarks & Tourism App
 - Community Service Initiative
 - Health Initiative
 - Utilize partnerships to “tag-team” already planned events
- **Pillar 5: Hoosier Communities & 365 Hoosiers Program**

- Hoosier Communities
 - Encourage a local Bicentennial project & celebration in each Hoosier community to commemorate the 2016 Bicentennial
 - 365 Hoosiers Program
 - Starting December 11, 2015
 - One Hoosier feature per day
 - Past & present Hoosiers
 - Pair up with local community
 - Utilize university researchers to compile list
- **Pillar 6: Hoosier Homecoming Celebration**
 - During 2016
 - Several “homecoming celebrations” across the state leading up to December 2016
 - Vincennes
 - Corydon
 - Indianapolis
 - December 2016 to correspond with “Statehood Celebration”
- **Pillar 7: Education & Youth Involvement**
 - IDOE & K-12
 - Hoosier Homecoming Weekend – Indianapolis
 - Collegiate level
- Open Discussion
 - Budget needed
 - Senator Merritt stated that legislation to establish a budget for the Bicentennial Commission will be placed in Gov. Pence’s budget bill
 - Mission statement – Randall Shepard agreed to work with others to amend the mission statement
 - Time line for events to be established
 - Marketing & Promotion meeting with committee members and volunteers
 - Media meeting with Chris Jensen, Becky Skillman & Lee Hamilton to discuss ways to properly interact with media
 - A preliminary discussion on “Youth” being overarching theme of the Bicentennial
 - Create Committee assignments
 - Finance – Budget committee
- The meeting was adjourned at 12:05 p.m.