



Indiana Bicentennial Commission
Board Meeting Minutes – January 27, 2015

Members Present:

Sarah Evans Barker
Howard Cohen
Steve Ferguson
Tony George
Lee Hamilton
Jim Madison
PE MacAllister
Jim McCormick
First Lady Karen Pence
Ellen Rosenthal
Becky Skillman

Staff:

Sam Alderfer
Perry Hammock
Ariana Smith
Rene' Stanley

Chair Lee Hamilton called the meeting to order at 1:15 PM. He thanked those Commission members in attendance and moved into the agenda.

I. Welcome & Introductions

- a. Jacob Speer – Director, Indiana State Library welcomed the group.
- b. Ariana Smith – Marketing and Public Relations Intern introduced herself.

II. Executive Director's Report

a. Activity Update:

- IBC meetings and connections were presented. Their importance to expanding our efforts were noted.
- County coordination is on target and progress is ongoing
- A Marion County coordinator needs to be identified
- The focus of the next round of county visits will be on counties without Bicentennial Legacy Projects, Marion County and State Agencies.
- Fund Raising:
 - Year End Total, Cash: \$44,584 Pledges: \$1,000
 - \$13,500 Unrestricted, \$1,000 Torch, \$30,084 Book (Nine Donors)
 - Proposals Out Total: \$1,200,000
 - Potential Gala Lead Sponsor, Torch Sponsor
 - Partners: In Kind Partner, Licensing Partner.



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- b. Progress on Key Metrics:
 - Marketing Update:
 - Since November 14, 2014 meeting, 33 media impressions
 - Twitter: 27 Tweets 1,159 followers 11 Retweets
 - Instagram: 488 posts 1,600 followers 74.1 Likes/Post.
- c. Upcoming Activities:
 - New website enhancements and integration with other social media
 - County overviews to go live
 - Participation in Just IN – online press room
 - Retooling the Newsletter to maximize ROI
 - Earned Media Plan
 - Communications Calendar.
- d. Goals:
 - Staffing support
 - Focus on nine (9) commission-approved projects, especially Galas, Torch Funding, Book
 - Endorsed legacy projects – 150 by April Meeting
 - County coordinator visits – all 92 by April 30, 2015 – completed 21 counties
 - Fund Raising.

III. Committee Reports

- a. Endorsement – Ellen Rosenthal:
 - Total of 22 applications received from 19 counties by the December 31, 2014 deadline - up from 12 applications in last group
 - 7 are first-time applicant counties: Boone, Knox, Kosciusko, LaGrange, Noble, Ripley and Switzerland
 - 135 applications submitted to the full Commission for endorsement as of today
 - Chair Rosenthal made a motion to approve the Committee's recommendation to endorse all 22 applications. Chair Hamilton called the vote. The motion carried with no dissent.
- b. Bicentennial Nature Trust – Mark Becker, BNT Program Director
 - Applications under review: 13
 - 6 local parks
 - 3 land trusts
 - 2 trail systems
 - 2 DNR Fish and Wildlife initiated
 - Five new counties: Fountain, Hancock, Orange, Pulaski, and Whitley
 - 119 projects approved to date in 54 different counties



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- \$22.4 million BNT -- \$29.7 million match
- Match ratio within this round: \$1 : \$1.33
- 58 closed/completed
- 5,978 acres (more than 9.3 square miles)
- Uncommitted Available Balance: \$7.6 million
- There are 5 new Conservation areas: Whitewater Valley, Little Calumet River, Cedar Creek, Bean Blossom Creek and Ohio River Glades.

IV. New Business

- a. Hamilton County Activity – Brenda Myers, Hamilton County Coordinator
 - Background Preparation: Indiana Humanities Bicentennial Community Conversation
 - 2015 Planning Year: Planning Grant Program, StEPS Continues and Hamilton County Bicentennial LOC
 - 2016 Implementation Year: Torch Run Promotion, Comprehensive Marketing Program.
- b. Morgan County Activity – David Reddick, Morgan County Coordinator
 - Preparations are underway to prepare for the upcoming bicentennial celebrations throughout the county.
 - Two 35-foot torch historical markers will be placed at the edge of town in Mooresville, IN, along with an 80-foot high commemorative torch.
 - Activities include working with the Daughters of the American Revolution to celebrate Martinsville’s manufacturing history with various legacy projects.
- a. Bicentennial Commemorative Stamp – Perry Hammock
 - Jim Madison was named the primary consultant for issuance of the stamp
 - Need to decide where to celebrate and issue stamp: Corydon, Vincennes, Indianapolis were all suggested as possible locations.

V. Old Business

- a. The Big Idea
 - Myra Borshoff-Cook proposed 5 ideas for the “Big Idea”
 - Discussion: Meet once or twice to sort through proposals before coming back to the Commission for recommendation and approval
 - Shared Understanding that the “Big Idea” should be focused on the well being of future Indiana children.



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With no further business before the Commission, the meeting was adjourned at 2:15 PM.

The next meeting of the Indiana Bicentennial Commission:

February 27, 2015 – 9:30 am to 11:30 am

Location: President Benjamin Harrison House

1230 North Delaware Street, Indianapolis, IN 46202