

2016 Indiana Bicentennial Commission Meeting

Wednesday April 3, 2013

10:00 a.m.

- Members Present:
 - Lt. Governor Becky Skillman
 - Congressman Lee Hamilton
 - First Lady Karen Pence, Ambassador
 - Chris Jensen, Executive Director
 - Jim Madison
 - Mary McConnell
 - Steve Ferguson
 - Judge Sarah Evans Barker
 - P.E. MacAllister (phone)
 - Senator Jim Merritt
 - Ellen Rosenthal
 - Tony George
 - Howard Cohen
 - Jim McCormick (phone)
- Lt. Governor Skillman opened the meeting and welcomed new members.
- Skillman introduced new Bicentennial Ambassador First Lady Karen Pence
- Pence expressed her great excitement to be a part of the celebration and will work to do whatever is asked of her
- Bicentennial Nature Trust Update
 - Lt. Governor Skillman reported that six new BNT projects have been approved by the subcommittee and the committee with DNR.
 - Taken together, these six projects total \$925,158 in BNT funds and leverage \$1,311,350 in matching funds
 - Judge Barker requested a comprehensive list of all BNT projects
 - Some discussion was made regarding an “elevator speech” about the BNT. DNR will work with Commission to provide ASAP
- Chris Jensen gave an executive director’s report
 - 553,000 Bicentennial License plates on the road
 - SB 561 & HB 1001 both concern Bicentennial and both look good
 - Introduced Mark Becker as new member of DNR managing Nature Trust
 - Great deal of travel in past few months
 - Next steps include endorsement program, speakers bureau and budget process
- Merritt suggested having a bill signing with the Governor for PR purposes
- Hamilton suggested sending a letter to DNR thanking for their continued support
- Hamilton also suggested that we continue to look for groups to meet with and speak in front of

- Judge Barker suggested that we need to continue to seek out the “big idea” for the Bicentennial. Also suggested that we work with healthcare groups to place a goal that each Bicentennial baby live for 100 years. Jensen is meeting with Indiana Department of Health next week.
- Cohen suggested that we meet for three hours next meeting to really brainstorm and focus
- Rosenthal suggested that we continue to think about a Bicentennial trail that would connect the state
- Pence suggested that we continue to meet with Arts Commission on ideas.
- Mark Newman of the Indiana Office of Tourism Development presented
 - Key ideas are building Indiana’s Heritage Tourism
 - Torch Relay through all 92 counties
 - Builds Community
 - Virtual Choir
 - Back Home Again in Indiana
 - Commission was very supportive of ideas
 - Newman will work to put ideas and budget together to move forward
 - Skillman asked if IOTD would do the leg work?
 - Newman said most would be outsourced but would work with Commission to manage
- Skillman mentioned that one pillar that the Commission would like to implement is a Community Development initiative.
 - Jensen mentioned that we would like the full commissions support to move forward with putting program in place
 - Hamilton moved that we endorse the idea of a Community Development Initiative
 - Tony George seconded
 - Full commission approval
- Brian Blackford of the Indiana State Fair Commission presented an outline of a marketing plan
 - Focus on branding
 - Manage challenges and opportunities
 - Logo development
 - Original logo was developed before the Commission was in place
 - Many do not like the logo
 - Alternatives were suggested
 - Like the concept of using the torch and state colors
 - Jensen and Blackford will work with Magnitude Marketing to develop alternatives to present via email for a final vote
- The meeting was adjourned at 12:15 p.m.