



## ILLINOIS BICENTENNIAL COMMISSION REGULAR MEETING MINUTES

Thursday, January 12, 2017

11:00 AM – 1:00 PM

Old State Capitol Building

Springfield, Illinois

### COMMISSIONERS PRESENT

Gloria Castillo (Co-Chair), Randy Dunn (Co-Chair), Senator Pamela J. Althoff, Mayor Liandro "Li" Arellano Jr., Heidi Brown-McCreery\*, Representative Tim Butler, Gloria Cardenas Cudia, Brad Cole\*, James Cornelius Ph.D.\*, Karen Darch, Fabian Elliott, Grant Hammer\*, Cory Jobe\*, David Joens, Jim Kinney, Jan V. Kostner, Marilyn Kushak, Mayor James O. Langfelder, Dan Mahoney Sr., Richard Mark, Susana Meza, Donovan Pepper, Rikeesha Phelon, Todd Schwebel, David Scott, Ruth Slottag, Aaron Tennant, Samuel Wheeler Ph.D.\*

### COMMISSIONERS PRESENT BY PROXY

Harry L. Crisp II (Brad Cole), John Crowley (Matthew Summy), Ilene S. Gordon (Robin L. Brown), Beth Purvis (Amberly Zwiener)\*, Jerry Reinsdorf (Julie Adler)

### COMMISSIONERS PRESENT BY WEB CONFERENCING

Alderman Ed Burke, Lori Healey\*, Brittany Ladd\*, Allen James Lynch, Melissa Mahoney, Fidel Marquez, Kelly Nicholl\*, Stephanie Pace Marshall Ph.D., Larry Spivack, Joyce St. Clair, Bernanda "Bernie" Wong

### STAFF PRESENT

Stuart Layne (Executive Director), Terrence Hill, Tonya Lamia, Christina McClernon, David Perlmutter, Lisa Post

### CALL TO ORDER

Co-Chair Gloria Castillo called meeting to order. A quorum was determined to be present as indicated above. Special thanks were given to Commissioner Heidi Brown-McCreery and her team at Illinois Historic Preservation Agency for hosting the meeting.

### WELCOME BY EXECUTIVE DIRECTOR

Co-Chair Castillo introduced Stuart Layne, Executive Director of the Governor's Office of the Illinois Bicentennial. Executive Director Layne thanked Commissioners for serving on the Illinois Bicentennial



Commission. He described the hundreds of meetings he's attended throughout the state and the consistent theme that Illinoisans are proud of being from Illinois and the contributions our state has made to the nation and the world; it is clear to him that the people of Illinois are enthusiastic about the upcoming Bicentennial celebration.

### WELCOME BY GOVERNOR BRUCE RAUNER

Executive Director Layne introduced Governor Rauner, who thanked Commissioners for their love of Illinois, their faith and belief in the future of Illinois, and their willingness to volunteer despite huge demands on their time and resources. The Governor talked about Illinois being our home and a place we want to make wonderful for our children and grandchildren. He described Bicentennial as our opportunity to celebrate all that has been great in our first 200 years, while laying the foundation for an even better, more prosperous next 200 years.

Governor Rauner shared his love for Illinois and talked about how we can all come together to celebrate Illinois' 200<sup>th</sup> birthday. He described our state's many strengths and remarked that Bicentennial can help us promote all of our assets through a statewide, bipartisan, and inclusive celebration.

### BICENTENNIAL LOGO

Governor Rauner introduced Ben Olson from 3 Monkeys & Aardvark Studios, who designed the official Bicentennial logo as a gift to the state. The Governor and Mr. Olson unveiled the new logo, and the Governor thanked the Commission for an exciting kickoff to the Bicentennial celebration.

### BICENTENNIAL MISSION

Executive Director Layne thanked Co-Chair Castillo and Co-Chair Randy Dunn for their leadership and stated that the mission of Illinois 200 is to support, create, and implement events and activities that celebrate all that is great in Illinois: our history, our people, and our communities. As we celebrate the Bicentennial, Illinois will also look to the future to create statewide initiatives that foster innovation, promote education, and provide greater opportunity for all across the state.

Executive Director Layne then introduced the Office of the Illinois Bicentennial staff (Tonya Lamia, David Perlmutter, Terrence Hill, and Lisa Post). He then talked about the role of the Illinois Bicentennial Commission, stating that they represent the diversity and ingenuity of our state and will play an active role, advising staff with planning the Bicentennial celebration. He asked that Commissioners help connect the team with communities and corporations and that they jump in with their ideas and suggestions.

### ETHICS TRAINING

Christina McClernon, Ethics Officer to the Commission, conducted training on the State Employees and Officials Ethics Act and the Open Meetings Act (OMA). She remarked that ethics and compliance are hallmarks of the Governor's administration and that the ethical and legal requirements governing the Commission also apply to the Governor and his staff. Commissioners were notified that they will receive an email with instructions to complete online training for OMA in addition to an Ethics Training packet.



## BICENTENNIAL PLANS, INITIATIVES & PROGRAMS

Executive Director Layne highlighted that Illinois' first constitution was adopted on August 26, 1818, and Illinois became the twenty-first state on December 3, 1818. To commemorate, plans are underway for a yearlong celebration to take place between December 3, 2017 and December 3, 2018. He stated a soft launch would begin in August 2017 at the Illinois State Fairs followed by a 100-day countdown.

As part of the celebration, he explained that Illinois Bicentennial will create new signature events, including kickoff events in Springfield and Chicago on December 3, 2017, at least one event in every Illinois region on August 26, 2018 (including the reopening of the Governor's Mansion), and a 200<sup>th</sup> Birthday Gala at the United Center in Chicago on December 3, 2018. He described how Bicentennial will produce celebratory merchandise, including Illinois Made products like craft beer to engage millennials.

The website [illinois200.com](http://illinois200.com) was unveiled at the meeting, and features of the site were described, including a calendar that will aggregate and promote statewide events. Executive Director Layne described how Bicentennial will inspire Illinoisans to be #illinoisproud and through a statewide multimedia campaign that will include pre-produced, daily content for television, radio, print, outdoor, digital, and social media.

Commissioner Marilyn Kushak asked whether media outreach will be organic, and Executive Director Layne replied that the office will help media outlets localize the pre-produced content. Commissioner Gloria Cardenas-Cudia asked how the Bicentennial Office will feed content to smaller and Spanish-language media outlets; Executive Director Layne replied that the Office would use the same strategies as with major media outlets and that the Office may need help with connecting to media. Co-Chair Castillo stated that the Commission should think about how Bicentennial will best connect with millennials. Commissioner Richard Mark questioned access to the media market in southwest Illinois, which relies on St. Louis for a lot of its content; Executive Director Layne replied that the Office has relationships in the media market and has commitments for their support.

Executive Director Layne then explained that Bicentennial is focused on leaving a lasting legacy through (1) a statewide Grant-Funding Campaign with the goal to award at least one Bicentennial Grant in every Illinois County and (2) partnering on additional legacy projects with agencies like Illinois Historic Preservation Agency (IHPA), Abraham Lincoln Presidential Library and Museum (ALPLM), and the DuSable Museum of African American History. He described partner legacy projects, including a permanent exhibit to commemorate the founding of the nation's first NAACP Chapter in Springfield, a Bicentennial "Road Scholars Speakers Bureau" produced by the Illinois Humanities Council in conjunction with ALPLM, a Bicentennial monument to commemorate Illinois' Medal of Honor recipients in partnership with the Illinois Department of Veterans Affairs, a dedicated K-12 Bicentennial Education Curriculum in partnership with the Illinois State Board of Education and Secretary of Education, and statewide expansion of "Fusion" (the award-winning Illinois Mathematics and Science Academy flagship teacher STEM training program).

He then explained that Bicentennial initiatives will need to be funded through sponsorships, donations, merchandise sales, and crowdfunding (for the Grant-Funding Campaign). Commissioners were asked to review a list of 40-50 companies and identify which companies they can facilitate introductions for staff.

Commissioner David Scott asked whether the Office will pursue the creation of a U.S. postal stamp or state coin. Executive Director Layne answered that staff has made inquiries into stamps, license plates, and



commemorative coins. Commissioner Jim Kinney asked if there will be a Bicentennial flag and if there will be guidelines for how others can use the official logo; Executive Director Layne responded that Bicentennial flags with the new logo will be shared with events and organizations and guidelines for logo use will be on the website. Commissioner Tim Butler stated that he can work on legislation to change the date on the Illinois State flag to reflect the date of actual statehood, which is December 3<sup>rd</sup>; Commissioner Pamela Althoff endorsed Commissioner Butler's suggestion.

#### COMMENTS/QUESTIONS BY COMMISSIONERS & PUBLIC

Co-Chair Dunn asked for public comments or questions. There were no public comments or questions.

#### CLOSING REMARKS

Co-Chair Dunn made closing remarks about how Bicentennial can inspire all of us to be #illinoisproud. He recognized that we have a lot of work to do in preparation for the celebration and thanked his fellow Commissioners for their commitment and support. He also thanked Executive Director Layne for his passion and leadership and 5Flavors Catering for donating lunch. He then adjourned the meeting.

\* Non-Voting

