



ILLINOIS BICENTENNIAL COMMISSION REGULAR MEETING MINUTES

Monday, May 1, 2017
2:00 PM – 4:00 PM
Fort Knox Studios and 2112 Chicago
Chicago, Illinois

COMMISSIONERS PRESENT

Randy Dunn (Co-Chair), Heidi Brown-McCreery*, Alderman Ed Burke, Representative Tim Butler, Gloria Cardenas Cudia, Brad Cole*, James Cornelius Ph.D.*, Harry L. Crisp II, John Crowley, Karen Darch, Fabian Elliott, Grant Hammer*, Lori Healey, Jim Kinney, Jan V. Kostner, Marilyn Kushak, Brittany Ladd*, Mayor James O. Langfelder, Alan C. Lowe*, Allen James Lynch, Dan Mahoney Sr., Fidel Marquez, Susana Meza, Donovan Pepper, Rikeesha Phelon, John Powers, Beth Purvis*, Todd Schwebel, Ruth Slottag, Larry Spivack, Samuel Wheeler*, Ph.D., Bernanda "Bernie" Wong

COMMISSIONERS PRESENT BY PROXY

Dan Gibbons (Richard M. Daley), Jamie Kieffer (Richard Edelman), Brittany Ladd (Cory Jobe*), Sheena Quinn (Jerry Reinsdorf)

GUESTS OF COMMISSIONERS PRESENT

Dineo Elliott (Black Tech Mecca), Kristal Davis (Chicago Defender Charities), Kate Drane (Indiegogo), Jimmy D. Lee (Goodcity), Cynthia McCafferty (Hawthorne Strategy Group), Gene Reineke (Hawthorne Strategy Group), Marilynn Rubio (Metropolitan Pier & Exposition Authority), Matt Summy (Comcast)

COMMISSIONERS PRESENT BY WEB CONFERENCING

Senator Pamela J. Althoff, Mayor Liandro "Li" Arellano Jr., David Joens, Brent Krebs*, Christine O'Reilly (Chicago Bulls & Chicago White Sox), David Scott, Joyce St. Clair

STAFF PRESENT

Deputy Governor Leslie Munger, Terrence Hill, Tonya Lamia, Stuart Layne, David Perlmutter, Lisa Post, Matthew Swift (Dunn Fellow for the General Counsel)

CALL TO ORDER

Co-Chair Randy Dunn called meeting to order. A quorum was determined to be present as indicated above. Commissioner Dan Mahoney from Fort Knox Studios and 2112 Chicago was thanked for hosting the meeting.



ANNOUNCEMENTS

Co-Chair Dunn announced that Rick Nielsen has been appointed to serve on the Bicentennial Commission. He is lead guitarist and primary songwriter of the rock band Cheap Trick from Rockford, Illinois. Co-Chair Dunn pointed out the updated Commission Bio Booklets available at seats and that the list of Commissioners is also online at illinois200.com.

Commissioner Mayor Jim Langfelder announced that the Illinois Realtors is working with the city to develop a new Bicentennial Plaza in downtown Springfield that will connect Lincoln's Home, the Governor's Mansion (which is currently being restored), and the State Capitol. The plan is to open and dedicate the plaza in 2018 as part of the Illinois Bicentennial celebration. He thanked Commissioner Representative Tim Butler for helping with an initiative to renew the downtown Springfield TIF, which meant \$30 Million of funding for downtown, stating that the Plaza is a multi-million-dollar project with approximately \$1.5 Million in funding coming from the Illinois Realtors and approximately \$1 Million coming from the TIF. Commissioners then viewed a rendering of the Plaza.

JANUARY MINUTES

With a motion from Commissioner Gloria Cardenas Cudia and a second from Commissioner Butler, the January meeting Minutes were approved.

WELCOME VIDEO FROM CO-CHAIR GLORIA CASTILLO

Commissioners viewed a video message from Co-Chair Gloria Castillo, who encouraged Commissioners to contribute creativity, energy, and resources during today's discussions.

OVERVIEW AND UPDATES BY COMMISSION CO-CHAIR RANDY DUNN

Co-Chair Dunn stated that Bicentennial will celebrate all that is great in Illinois: our history, our people, and our communities. To commemorate our state's 200th birthday, a yearlong celebration will take place between December 3, 2017 through December 3, 2018.

There are three pillars of Illinois Bicentennial: (1) CELEBRATE - We will fly the Illinois Bicentennial flag throughout the state; (2) INSPIRE - We will inspire Illinoisans to be #IllinoisProud; and (3) INVEST IN THE NEXT 200 YEARS - We will leave a lasting legacy.

He stated that there is a fourth pillar for Commissioners to keep in mind, which is fundraising. He thanked Commissioner Brad Cole for helping to engage municipalities throughout the state and encouraged Commissioners to provide their suggestions and determine how they and their organizations can get engaged with the plan.

REMARKS BY DEPUTY GOVERNOR LESLIE MUNGER

Deputy Governor Leslie Munger shared her passion for Illinois, stating that she is proud to be an Illinoisan and that Bicentennial is a once-in-a-lifetime opportunity for us to participate. She announced that she has assumed a leadership role, overseeing the Bicentennial staff as we work to move from skeletal thoughts to concrete ideas and plans.



RULES FOR LOGO USE & CRITERIA FOR THIRD-PARTY EVENTS AND COMMISSIONER LORI HEALEY

Commissioner Lori Healey led a tactical discussion about the use of the Bicentennial logo, which is our brand. We have received multiple requests from external organizations to use our logo, so we have developed draft guidelines to help protect the integrity of our logo and ensure that brand representations are in alignment with our objectives. She introduced Cynthia McCafferty and Gene Reineke from Hawthorne Strategy Group, who recommended a framework for consideration, including the creation of distinct sub-brands that are connected to the master brand (Partners, Events, Supporters, and Boosters). Commissioners also discussed how the logo would be used on merchandise for sale by us or others.

Commissioner Healey also suggested that we publish criteria for third-party events to help determine which events will be added to the Bicentennial calendar. Commissioners discussed potential criteria, and Commissioners Heidi Brown-McCreery, Jan Kostner, Brittany Ladd, and Donovan Pepper agreed to work with the team on a sub-committee to finalize the rules for logo use and criteria for third-party events. Commissioner Alderman Ed Burke encouraged the commission to consider what private entities - like the Special Olympics - might be good partners, and Commissioner Bernie Wong suggestion we consider street fairs and the Chinese New Year.

WORKING GROUPS CO-FACILITATED BY DEPUTY GOVERNOR MUNGER & COMMISSIONER HEALEY

Deputy Governor Munger stated that the purpose of today's working groups is to focus on four top-priority initiatives for Bicentennial, helping us move from general ideas to more specific, detailed plans. She stated that the goal is to gain agreement on our plans and determine how we will move forward with each initiative.

Commissioners separated into four working groups and returned back to the main table to report outcomes of their discussions.

REPORTS FROM WORKING GROUPS

After meeting with working groups, Commission leaders reported back to the entire Commission.

December 3, 2017 and December 3, 2018 Signature Events

Working group participants included Brad Cole, Harry Crisp, Karen Darch, Randy Dunn, Dan Gibbons, Jan Kostner, Brittany Ladd, Stuart Layne, Allen Lynch, Alan Lowe, Dan Mahoney, Larry Spivack, and Bernie Wong.

Participants reviewed details on the handout "Illinois Bicentennial Signature Events Sunday, December 3, 2017 & Monday, December 3, 2018" (handout attached).

Co-Chair Dunn reported the following outcomes of working group discussions to the Commission:

- Kickoff events on December 3, 2017:
 - The group determined that it is best to partner with Navy Pier and their event Winter WonderFest for the Bicentennial kickoff in Chicago. This large-scale, family-oriented event could incorporate opening ceremonies for Bicentennial, and we can help promote Navy Pier's 100th birthday, which is in 2017. This location is also a great choice, because Navy Pier is the largest tourist attraction in the State of Illinois.



- It was reported that Executive Director Stuart Layne is also working to create a VIP event at the Broadway in Chicago performance of “Hamilton” on the same day.
 - In Springfield, ALPLM is planning a special preview of their Bicentennial exhibit to include photo opportunities and sponsor engagement.
- Bicentennial birthday party on December 3, 2018:
- United Center in Chicago has been booked, and Jam Productions is involved.
 - Commissioners suggested that we provide a banquet-style event with tables on the floor and that we focus on providing VIP benefits for sponsors.
 - For the program, it was recommended that we highlight Bicentennial legacy projects and partners in addition to live music and videos. The event should also commemorate and celebrate the great things that instill pride in people who live here, grew up here, and have roots here, including Illinois leaders and groups like veterans.
 - It was also suggested that “watch parties” be created in cities across the state.

Co-Chair Dunn also reported that the world’s longest duration of the solar eclipse will take place in southern Illinois on August 21, 2017. Commissioners suggested that we begin promoting Bicentennial in southern Illinois at the eclipse with a booth display or other activities. Estimated attendance is up to one million people.

August 26, 2018 Signature Events

Working group participants included Representative Tim Butler, James Cornelius, Grant Hammer, Jamie Kieffer, Jim Kinney, Cynthia McCafferty, Donovan Pepper, Lisa Post, Marilynn Rubio, and Katie Torrence.

Participants reviewed details on the handout “Illinois Bicentennial Signature Events Sunday, August 26, 2018 (handout attached).

Commissioner Jim Kinney reported the following outcomes of working group discussions to the Commission:

- The official grand opening of the Governor’s Mansion in Springfield will be a signature Bicentennial event that day. First Lady Diana Rauner has also incorporated an art exhibit at the Mansion.
- The new Bicentennial Plaza will also be dedicated in Springfield in conjunction with the opening of the Mansion as previously described by Commissioner Langfelder.
- Participants discussed how we can create uniformity across the state and suggested that we provide a basic template to every County for them to plan a Bicentennial flag-raising ceremony, singing of the state – or Bicentennial – song, and light show with the Bicentennial logo colors (i.e. blue and gold on Chicago skyline buildings). We can then connect and promote activities through social media.
- It was reported that plans for additional signature events are underway, including a motorcycle ride on Route 66 to be led by Governor Rauner and engagement at the Illinois State Fair. The group also discussed how we can engage faith-based communities since August 26 is a Sunday (i.e. churches rang bells at noon for the Lincoln Bicentennial) in addition to numerous other organizations.

Commissioners discussed the design of the Bicentennial flag, asking if the current logo will be the flag or if we will design something different. It was suggested that the logo is our brand identity so we should consider it for the flag.

INSPIRE 365-Day Multimedia Campaign

Working group participants included John Crowley, Gloria Cardenas Cudia, Marilyn Kushak, Heidi Brown-McCreery, David Perlmutter, Rikeesha Phelon, John Powers, Sheena Quinn, and Ruth Slottag.

Participants reviewed details on the handout “Illinois Bicentennial ‘INSPIRE’ 365-Day Multimedia Campaign” (handout attached).

Commissioner Cudia reported the following outcomes of working group discussions to the Commission:

- The purpose of the multimedia campaign is to build and maintain awareness of the Bicentennial through the duration of the celebratory year, December 3, 2017 through December 3, 2018.
- Participants discussed the importance of inclusion and diversity - both geographic and cultural - and connecting with millennials, including through social media and videos.
- The group also discussed how pre-produced content will be produced (i.e. professional production, aggregation of archival materials, and user-generated) and how it will be shared with the media outlets throughout the state.
- The discussed how plans should include engaging celebrity talent from Illinois and leveraging our tech production talent pool (i.e. 2112, 1871, Cinespace, LightBank, Tribeca Flashpoint, and universities and colleges).
- To diversity sponsorship prospecting channels, we could identify companies celebrating anniversaries and connect to additional prospects through chambers of commerce and tourism bureaus.

Illinois Bicentennial Grant-Funding Initiative

Working group participants included Alderman Ed Burke, Kate Drane, Fabian Elliott, Tonya Lamia, Mayor Langfelder, Jimmy Lee, Fidel Marquez, Susana Meza, Beth Purvis, Gene Reineke, and Todd Schwebel.

Participants reviewed details on the handout “Illinois Bicentennial Grant-Funding Initiative” (handout attached).

Commissioner Fabian Elliott reported the following outcomes of working group discussions to the Commission:

- The purpose is to leave a lasting legacy through community impact.
- The original vision was to award large “Grants” of \$200,000 each in every Illinois County; however, participants agreed that the goal should be reduced and should provide higher-quantity, lower-dollar-amount Awards (i.e. \$1,000 - \$5,000 for each Award, and Awards could total \$50,000 in each County).
- The group recommended we rename the initiative to be “#IllinoisProud Awards” and suggested that Illinois Bicentennial can be the name/driver behind the Awards.
- Participants then discussed our strategy going forward with the guidance of experts Jimmy Lee from Good City and Kate Drane from Indiegogo. The group benchmarked best practices from a successful campaign by Chicago Community Trust and explored how Indiegogo could be a resource for crowdfunding.
- It was agreed that "Everyday Heroes" should be inspired to apply for these monetary Awards by sharing their stories and dreams through video submissions.



FUNDRAISING DISCUSSION

Deputy Governor Munger kicked off the fundraising discussion by stating that the team will prepare new materials for Commissioners to share with their contacts. Co-Chair Dunn referenced handouts for discussion and stated that we are seeking suggestions for a fundraising plan. He thanked the Illinois Chamber Foundation for serving as nonprofit fiscal partner for Illinois Bicentennial.

When asking the question, “where are we today?,” Co-Chair Dunn stated that we are at zero and we need support from Commissioners to build from here to have a great Bicentennial celebration. He asked Commissioners to consider individual donations and to ask their contacts for support.

Commissioners then viewed a draft sponsorship matrix to understand the current vision for sponsorship levels (Presenting, Category, and Supporting). When asking, “where do we want to be?,” Co-Chair Dunn stated that we need to develop a new, comprehensive fundraising plan to include sponsorship levels, amounts, and benefits in addition to compelling sales packages. He announced that Co-Chair Gloria Castillo and Commissioner Lori Healey volunteered to help lead this urgent and important work with staff.

Commissioner Healey stated that it is important for us to have all our events strategized and costed-out so we can present specific events to companies for sponsorship versus pitching broad themes and ideas to companies. Co-Chair Dunn stated that another challenge we face is that companies tend to send us to government relations staff, when we need to be in front of marketing teams to present sponsorship opportunities. He asked Commissioners to help get our foot in the door at prospective sponsor companies, and Commissioners viewed a list of Illinois-Based Top Sponsor Prospects on a slide.

Co-Chair Dunn then announced a new program to raise seed money called Illinois Bicentennial Pioneers. For \$100,000 or \$50,000 donations, Pioneers will help fund urgent and important priorities that will allow us to move from ideas to action. From basic needs like graphic design and video production to more significant expenses like booking top talent for our signature events, support from Pioneers will seed the essential elements of our celebration. Executive Director Layne stated that Pioneers will receive their name on permanent plaques in Springfield and Chicago, VIP tickets to event our signature events, and recognition on our website.

COMMENTS/QUESTIONS BY COMMISSIONERS & PUBLIC

Co-Chair Dunn asked for public comments or questions. Commissioner James Cornelius reported that the State Archives might be able to display the original Illinois Constitution as part of the Bicentennial celebration, which - if possible - may also be able to travel around the state.

A member of the public asked how Bicentennial will engage the Illinois arts community, and Co-Chair Dunn explained that several initiatives underway will incorporate the arts, including the upcoming signature events and the INSPIRE Multimedia Campaign. Commissioner Schwebel proposed an idea like the Chicago Cows, where artist could design or decorate artwork on statues.

CLOSING REMARKS

Co-Chair Dunn made closing remarks and adjourned the meeting.

* Non-Voting

