



ILLINOIS BICENTENNIAL COMMISSION REGULAR MEETING MINUTES

Monday, September 27, 2017

2:00 PM – 4:00 PM

Illinois Department of Natural Resources
Springfield, Illinois

COMMISSIONERS PRESENT

Emily Bastedo, Gloria Castillo (Co-Chair), Brad Cole, James Cornelius, Harry L. Crisp II, Randy Dunn (Co-Chair), Grant Hammer, Erica Jeffries, David Joens, Jim Kinney, Marilyn Kushak, Mayor James O. Langfelder, Alan C. Lowe, Richard Mark, John Powers, Lou Raizin, Todd Schwebel, David Scott, Ruth Slottag, Samuel Wheeler, Michael D. Wiant

COMMISSIONERS PRESENT BY PROXY

Julie Kellner (Stephanie Pace Marshall), Michael Matejka (Larry Spivack), Rachel Tabor (Representative Tim Butler)

GUESTS PRESENT

Mike Allison, Brandon Lavelly, and Tracy Wolford (Hand of Fate Brewing Co.); Marria and Steve Blinn (Illinois Daughters of the American Revolution); Tami Evans and Chris Young (Illinois Department of Natural Resources); David Kelbaugh (Tacklebox); Harry Sawyer (IDVA); Joshua Sciafe and Teagan Shull (Governor Bruce Rauner's Office)

COMMISSIONERS & PROXIES PRESENT BY WEB CONFERENCING

Mayor Liandro "Li" Arellano Jr., Cathy Danca (Senator Pamela J. Althoff), John Crowley (+ Joe Higgins), Dan Gibbons (Richard M. Daley), Karen Darch, Lori Healey, Jan V. Kostner, Margaret Houlihan Smith (Oscar Munoz), Melody Spann-Cooper, Joyce St. Clair, Ed Callison (Rocky Wirtz)

STAFF PRESENT

Terrence Hill, Tonya Lamia, Stuart Layne, 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. Office Director Chris Young from Illinois Department of Natural Resources was thanked for hosting the meeting.



MAY MINUTES

With a motion from Harry L. Crisp II and a second from Richard Mark, the May meeting Minutes were approved.

COMMISSION UPDATES

Co-Chair Castillo provided updates about the Commission: Lori Healey from Metropolitan Pier & Exposition Authority has been named Co-Chair, Emily Bastedo will serve in place of Beth Purvis until a new Secretary of Education is named, Erica Jeffries from Illinois Department of Veterans' Affairs has been appointed to a non-voting seat, and Heidi Brown-McCreery from the Historic Preservation Agency and Brent Krebs from the Department of Natural Resources have been replaced with Interim Director Michael Wiant of the Illinois State Museum. Co-Chair Castillo thanked Heidi Brown-McCreery, Brent Krebs, and Beth Purvis for their service and welcomed our newest members, who have been added to the Commission page at illinois200.com.

WELCOME VIDEO FROM CO-CHAIR GLORIA CASTILLO

Commissioners viewed a video message from C Lieutenant Governor Evelyn Sanguinetti, who thanked the Co-Chairs and Commission members for their leadership and described her participation at event in Randolph County on August 26 to kickoff the 100 Day Countdown to Illinois Bicentennial, which included a reenactment ceremony of the signing of the 1818 Illinois Constitution.

UPDATE ON SEED MONEY DONATED BY COMMISSIONERS

Co-Chair Castillo thanked Commissioners for seed money donated to help move us from ideas to action. To date, we have received \$90,500 in cash and commitments plus nearly \$60,000 of in-kind support from Commissioners.

NEW RESEARCH AND MASTER BRAND CONCEPT

Co-Chair Castillo also reported that we engaged brand strategy experts Tacklebox to conduct research and create a new Master Brand Concept, which will serve as the foundation of all messaging and marketing going forward. She thanked David Kelbaugh from Tacklebox, who presented findings from their research and described the difference between where we were and where we want to be. David then unveiled the new Master Brand Concept for Bicentennial called BORN, BUILT & GROWN, which states, "On December 3, 2018, the people of Illinois will celebrate our state's 200th birthday. Illinois Bicentennial will be a 365-day celebration, 200 years in the making. At the center of The Celebration will be a year-long multimedia campaign called BORN, BUILT & GROWN. The Campaign honors the tremendous people, places, and things that make Illinois so enduringly strong, kind, and beautiful. BORN, BUILT & GROWN is a once-in-a-lifetime invitation to fall in love with Illinois all over again. It will be big. Evocative. Emotional. And inspiring. The Campaign will remind us all that....EVERY DAY IN ILLINOIS, AMAZING THINGS ARE BEING BORN, BUILT & GROWN." David explained that this new brand messaging will guide our story, including the 365-Day Multimedia Campaign.

NEW WEBSITE

Co-Chair Castillo announced that the Bicentennial team also launched a New Website through TimeZoneOne, who also created and manages the Illinois Office of Tourism's website EnjoyIllinois.com, which recently won the U.S. Travel Association's Mercury Award for Best Travel Website. She stated that this website is a significant improvement, with a responsive design and modern user-experience that resonates with our



audiences, and our website goals are to (1) inspire Illinoisans to be proud and encourage participation in Bicentennial celebrations; (2) promote a full calendar year of Bicentennial celebrations, including Signature Events and Projects plus potentially hundreds of independent events and projects endorsed by the committee; and (3) appeal to multiple audiences like event organizers, potential donors, and families/citizens looking for activities. She thanked staff and TimeZoneOne and explained that the new website features include an easy-to-use admin portal, allowing staff to make content edits in-house; a new video showcase for #IllinoisProud student video submissions; a 100-day countdown clock, elevating BMO Harris Bank's partnership; Event and Project calendars, promoting celebrations throughout the state; a shopping cart feature, facilitating donations and merchandise purchases; and a wonderful way to recognize your leadership on our Commission.

NEW MERCHANDISING TECHNOLOGY PARTNERSHIP

Co-Chair Castillo also announced that Bicentennial has established a merchandising technology partnership with Corporate Imaging Concepts. She thanked and introduced David Bard from CIC, who explained that CIC's technology will allow for seamless integration with our new website and their purchasing power as a top 40 company provides unparalleled buying power for Bicentennial commemorative merchandise that we will offer for sale. Benefits of our merchandising technology partnership include that they are laser-focused on sourcing from Illinois-based suppliers, including minority and veteran-owned companies; the general public will be able to purchase hundreds of unique Bicentennial merchandise items, from flags and banners to commemorative coins and collectibles; their proprietary technology allows for quick and easy fulfillment for our customers through our webstore; they offer integrated tracking and warehouse management with 24/7 access; their password protected reporting portal provides 55 standard reports, allowing us to track numerous variables including item sales, supplier orders, and order turnaround; that reporting is remotely accessible, self-service, and password-protected; and their FREE on-line stores to support our program initiatives. David stated that, for example, all official endorsed partners will receive a link to their custom store where they can order co-branded Bicentennial merchandise at reduced prices. He reported that flags and banners will be available for purchase in the near future and all other merchandise will be available for purchase starting on December 3, 2017.

ILLINOIS BICENTENNIAL SIGNATURE EVENTS

Co-Chair Randy Dunn provided updates on Illinois Bicentennial Signature Events that are planned and executed by our Commission. He reported that in August, we held the Illinois Bicentennial Craft Beer Competition at the Illinois State Fair in Springfield, where 19 Illinois brewers competed to be selected for a Bicentennial commemorative beer. Co-Chair Dunn stated that Hand of Fate Brewing Company of Petersburg, Illinois, won the competition and they will brew a commemorative beer that will be distributed throughout the Bicentennial celebration in 2018. He introduced Mike and Brie Allison, Brandon Lavelly, and Tracy Wofford from Hand of Fate Brewing Company and stated that Commissioners will get to sample the new commemorative beer during a reception immediately following our meeting.

Co-Chair Dunn then reported that we held the Kickoff of our 100 Day Countdown to Illinois Bicentennial in Randolph County on August 26, which included a reenactment ceremony of the signing of the 1818 Illinois Constitution, a tour of the Pierre Menard Home and exhibit at Fort Des Chartres Historic Site, and a flag-raising ceremony at Fort Des Chartres Historic Site.

He then described upcoming Signature Events:



- Coming up on November 10, the DuSable Museum of African American History in Chicago will host a soft opening of its Illinois Bicentennial Exhibit called “Contributions of African Americans in the Military,” which will highlight the contributions of African Americans in the Military and will feature the 8th infantry regiment flag, which is the regimental colors for an all African American militia unit founded in 1870.
- On December 3, 2017, which is the official kickoff of our yearlong celebration, we will host three Signature Events:
 - Illinois Bicentennial Day at Winter WonderFest at Navy Pier in Chicago, which will include a private breakfast reception and press conference with Governor Rauner to officially kickoff our yearlong celebration. Co-Chair Dunn thanked Co-Chair Lori Healey for leading the creation of this event and Navy Pier and Fifth Third Bank for sponsoring it.
 - Raise the Curtain on Illinois Bicentennial at PrivateBank Theatre in Chicago, where the cast of Hamilton and Governor Bruce Rauner will officially "Raise the Curtain" on the Illinois Bicentennial Celebration on stage after the Chicago matinee performance. The Governor will also host a VIP Reception sponsored by BMO Harris. Co-Chair Dunn stated that this PR activity is designed to generate local, regional, and national press, and he thanked sponsor BMO Harris Bank and congratulated each of the 100 winners of our 100-Day Countdown video contest, who will receive two tickets to the performance.
 - Illinois Bicentennial Kickoff Event at Abraham Lincoln Presidential Library and Museum in Springfield will include a private reception and preview of the new Illinois Bicentennial Exhibit will be open to the public with free admission. Co-Chair Dunn recognized Commissioners Alan Lowe, Sam Wheeler, and James Cornelius for their assistance with this Signature Event. Commissioner Alan Lowe mentioned that the exhibit will officially open in March and will be focused on the four U.S. Presidents with roots in Illinois.
- On December 4, 2017 and pending support from a sponsor, statewide counties and municipalities will be asked to host statewide Illinois Bicentennial Flag-Raising Ceremonies at their primary municipal buildings. All Illinois municipalities will receive Illinois Bicentennial flags with instructions, asking them to raise their flag at the same time.
- Several Signature Events are being planned for August 26, 2018, which is the 200th birthday of our State Constitution, including:
 - Illinois Bicentennial Route 66 Motorcycle Ride to be led by Governor Rauner between Chicago and Edwardsville is being coordinated in partnership with the Illinois Office of Tourism and the Illinois Route 66 Scenic Byway. Co-Chair Dunn thanked Commissioner Cory Jobe for his support and stated that staff recently met with Harley-Davidson corporate to strategize how their nationwide network of dealerships can connect their 115th Anniversary with our event.
 - In East St. Louis, the Jackie Joyner-Kersey Community Center will host an Illinois Bicentennial Celebration to include community vendors, musical entertainment, and a focus on St. Claire County’s rich history. Radio One will partner on this community music festival, and Commissioner Richard Mark was thanked for his guidance, working with community leaders.
 - In Edwardsville, radio station KSHE95 will sponsor an Illinois Bicentennial Community Rock Concert in Madison County. KSHE95 is the number one radio in the region with a 70-year history of serving the community and hosting quality events.
- On December 3, 2018, which is the 200th anniversary of when Illinois became the 21st state in the union, we will host the Illinois Bicentennial Birthday Party at the United Center in Chicago. The Bicentennial Birthday Gala will be the culmination of a yearlong engagement to commemorate and archive the Illinois Bicentennial Hall of Fame. Via video and live presentation, we will introduce and



celebrate the Bicentennial Hall of Famers, interspersed with musical entertainment (Illinois artists of different genres; jazz, blues, hip hop, rock, etc.). Celebrity hosts will present the honorees in a variety of segments. Additionally, the organizations and communities will be able to invite their nominees to the United Center and their names will be registered as part of the Bicentennial Honor Roll.

- Commissioner Grant Hammer then described a new Bicycle Illinois event that could tour Illinois agricultural and historical sites.

ILLINOIS BICENTENNIAL SIGNATURE EVENTS & PROJECTS

Co-Chair Castillo provided an update on Illinois Bicentennial Signature Projects that are planned and executed by our Commission. She also reported that 79 of 102 Illinois Counties have each designated an official Liaison for Illinois Bicentennial, and Liaisons will help promote our events and projects within their communities.

- At the center of our celebration will be a statewide multimedia campaign called BORN, BUILT & GROWN. The Campaign honors the tremendous people, places, and things that make Illinois so enduringly strong, kind, and beautiful. She stated that meetings are on-going with media executives throughout the state, and we continue to receive positive feedback about our approach for their sales teams to sell local advertiser tags. Once a lead production partner is selected, we will know how much money needs to be raised to produce the campaign. Co-Chair Castillo thanked Commissioner Rikeesha Phelon and Matt Summy from Comcast for serving on a committee to help evaluate content production proposals.
- #IllinoisProud Awards will be the signature legacy project for the Illinois Bicentennial Celebration. The Committee of our Commission has been working to finalize our timeline and process to include monetary Awards to be \$5,000 or less and the goal to raise enough money through sponsorships and crowdfunding to provide multiple Awards in each County. Co-Chair Castillo stated that solicitation for applications from “Everyday Heroes” should begin on or around May 1, crowdfunding should begin on August 26, and awards should coincide with timing of Birthday Party on December 3, 2018. She thanked committee members, including Commissioners Fabian Elliott and Fidel Marquez.
- Illinois Bicentennial Plaza – A REALTOR® Community Partnership is the new Bicentennial Plaza that will be a pedestrian walkway that connects Lincoln’s Home, the Illinois Executive Mansion (which is currently being restored), and the State Capitol. Co-Chair Castillo recognized Commissioners Mayor James Langfelder and Jim Kinney and thanked them for the leadership of the Signature Project.
- The Illinois Executive Mansion Restoration is a \$15 Million renovation that is being funded entirely by private donors. The grand reopening will be during our Bicentennial year, and we are working to determine a special event for August 26, 2018.
- The Illinois Bicentennial K-12 Education Curriculum is a unique K-12 Bicentennial education curriculum to be offered to all schools across the state and that features a historical timeline, a teacher’s guide, a “wallboard” for display in school, and digital learning components for students. Co-Chair Castillo thanked leadership from the Office of the Secretary of Education, Illinois State Board of Education, the Illinois Historic Preservation Agency, and the Abraham Lincoln Presidential Library and Museum. Thanks to their leadership, the curriculum will be offered to all schools across the state for Spring and Fall 2018.
- The Illinois Bicentennial Road Scholars Speakers Bureau will travel throughout the state in conjunction with the Illinois Humanities Council, and we anticipate 150 events across the state during the Bicentennial year.
- Illinois high school and college students have been submitting self-made videos that highlight the incredible history of Illinois as part of the current Something to Learn About Illinois History Video Contest. One winner’s video is being featured daily between 8/26/17 and 12/3/17 as part of the 100



Day Countdown to Illinois Bicentennial. Media partners include State Journal Register, WGN Radio, and WGN TV. Co-Chair Castillo encouraged Commissioners to follow and help promote Illinois 200 on Facebook, Twitter, and social media.

- Commissioner Lou Raizin introduced the idea for a Signature Project called Heads in Trees, which is an interactive technology multimedia touring event that could be sponsored as part of our celebration to highlight Illinoisans throughout our history. He described the program as being an intersection of arts, culture, and economic development that is tied to tourism. He stated that Timeline Theatre Company will help create a narrative that speaks to the people, and they will work to involve large scale projections in trees at locations like Grant Park, Morton Arboretum, Botanical Gardens, and other destinations around state.

BRAND GUIDELINES AND THIRD-PARTY ENGAGEMENT

Co-Chair Castillo reminded Commissioners of the discussion led by Co-Chair Healey at the May meeting, when she recommended an approach to create distinct sub-brands that are connected to our master brand and are able to address the needs of our audiences. She reported that a sub-committee of the Commission has worked since our last meeting to create and implement the use of five Official Seals of Endorsement. It was determined that use of our MASTER LOGO would be restricted to official, commemorative merchandise like the Illinois Bicentennial Beer by Hand of Fate Brewing and new Pepsi Cans being led by Commissioner Harry Crisp. Commissioner Crisp then unveiled the design of the new Pepsi cans.

Co-Chair Castillo stated that - for all other activities - third parties are instructed to apply online for “official endorsement by Illinois Bicentennial.” The Five categories of endorsement are:

1. PARTNERS:

- ALL COMMISSIONERS will be automatically designated as a PARTNER and will receive the artwork files, brand guidelines, and list of benefits following this meeting.
- Other Official Endorsed Partners who are planning Bicentennial-specific programming to date include:
 - Illinois Bicentennial Coordinating Committee of Springfield, which is serving as the central coordination point for the community with a centralized calendar of events and website to help publicize all bicentennial activities and events to interested audiences. This committee will initiate conversations with a diverse group of civic and cultural leaders, faith groups, educational groups, and many others to invite full and inclusive community participation in the Springfield area’s bicentennial efforts.
 - Commissioner Brad Cole stated that as an Official Endorsed PARTNER, Illinois Municipal League will share Bicentennial information with their members (mayors of all cities, villages and towns) via their website, conferences, and social media. They are also helping with distribution and coordination of flags and will promote the Bicentennial in their monthly magazine. In addition, they will remind and empower mayors throughout Illinois to host their own Bicentennial events.
 - Commissioner Jim Kinney stated that - in addition to the development of the legacy project "Bicentennial Plaza" - the Illinois REALTORS® Bicentennial Task Force is promoting several Bicentennial projects by 29 local REALTOR® associations located across the state with 47,000 members. Illinois REALTORS® is promoting the state Bicentennial on all their communication channels. He stated that the National Association of REALTORS® have their annual conference in Chicago this year, and the Illinois group will be promoting Bicentennial.



- Meeting guest Marria Blinn from the Illinois State Organization National Society Daughters of the American Revolution chapters described how DAR will spread the news of Bicentennial at nation level, chapter level, in the community, with the veterans, and with Illinois youth. At the national level, they will promote Bicentennial by publishing a multi-page photographic captioned spread in their national magazine. Within the community, they will prepare and place Bicentennial business and library displays, will spread the news of the Bicentennial by writing articles for newspapers and social media, and will plant public Bicentennial gardens and host highway/roadway/park clean-ups in honor of the Illinois Bicentennial. To encourage Illinois' youth to learn about the Bicentennial, they will host a "What Is Great About Our State" poster contest. To reach our veterans, they will host Illinois Bicentennial Bingo Bashes at veterans hospitals and facilities, provide "Little Free Libraries" that contain Illinois and Bicentennial books, write Bicentennial messages in Honor Flight Welcome Home letters as well as in cards sent to active military men and women. They will also distribute Illinois Bicentennial Games to the public and award Illinoisans who had an ancestor present in the state on December 3, 1818, with an "Illinois Pioneer Certificate".
2. EVENTS: Co-Chair Castillo stated that we have created a streamlined- self-service process for third parties to participate, and third parties are asked to explain how Illinois Bicentennial will be incorporated. Commissioners reviewed a list of third-party Events endorsed to date on slides.
 3. PROJECTS: Commissioners reviewed a list of third-party Projects endorsed to date on slides.
 4. SUPPORTERS: Co-Chair Castillo explained that business or nonprofits who make Cash or In-Kind donations are automatically recognized as being SUPPORTERS.
 5. BOOSTERS: She then explained that individuals who make Cash or In-Kind donations are automatically recognized as being BOOSTERS.

Co-Chair Castillo described Benefits of Endorsement and asked Commissioners to review details on a flyer, which they were encouraged to share with their networks. She stated that it is our goal to endorse 1,000+ third-party events and projects during the Bicentennial year.

SPONSORSHIP OPPORTUNITIES AND UPDATES

Co-Chair Dunn reminded Commissioners that the Illinois Chamber Foundation is serving as nonprofit fiscal partner for Illinois Bicentennial and sponsorships and donations may be tax deductible. He thanked Chamber President Todd Maisch and his staff for their leadership and support and announced that we are now accepting online donations at illinois200.com.

In addition, Co-Chair Dunn announced that Joan Etten and Lori Montana have been hired to serve as sponsorship sales consultants for Illinois Bicentennial. Joan Etten is a well-known and well-regarded fundraising professional with state and national corporate clients as well as state and federal elected officials on both sides of the aisle. She is a longtime Illinois media executive with companies like Tribune Broadcasting, A & E, and for 15 years was the President of the Illinois Cable Industry Association. Lori Montana is the President of the DMM Group, a consulting and fundraising firm with offices in Chicago and Springfield. Lori spent 20 years in State Gov't as Executive Director of the Illinois Arts Council and Director of the Illinois State Lottery. She is a 20-year Board member of the Illinois Executive Mansion Association.

Co-Chair Dunn reported that we have received corporate sponsorship commitments from BMO Harris, Motorola, Comcast Illinois, and Navy Pier. He announced that we also just received a six-figure commitment



from Wintrust and thanked Commissioner Susana Meza for her leadership and support. Significant commitments are pending from Boeing, and Walgreens. Meetings have taken place with State Farm, John Deere, Ingredion, McDonalds, ComEd, and many others.

Commissioners then review handouts with details about Sponsorship Sales Packages and a Cost-Revenue analysis. Bicentennial is seeking sponsors to cover costs associated with programs including Veterans, Stem Fusion, K-12 Education Curriculum, Agriculture, the Media Campaign, Road Scholars Speaker Series, #IllinoisProud Awards, Heads in Trees, Tourism Magazine Insert, Coin sponsorship, and costs associated with purchasing Bicentennial flags for every county and municipality. Bicentennial is also seeking sponsorship support for events, including the Birthday Party on December 3, 2018 at the United Center and the August 26th statewide events (Route 66 Motorcycle, East St. Louis Jackie Joyner-Kersey Center festival, Bicentennial Plaza).

Co-Chair Dunn described a new Funder Campaign called Bicentennial Trailblazers, and Commissioners reviewed a Letter and Benefits Package provided by Executive Director Stuart Layne. He explained that this funding campaign is designed to recognize Individuals, Families and Businesses who support the Bicentennial, and Commissioners were asked to host receptions, coffee, or lunch with potential Trailblazers where staff could make the pitch.

COMMENTS/QUESTIONS BY COMMISSIONERS & PUBLIC

Co-Chair Castillo asked for public comments or questions.

CLOSING REMARKS

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

* Non-Voting

