



ILLINOIS BICENTENNIAL COMMISSION REGULAR MEETING MINUTES

Monday, December 4, 2017

1:00 PM – 3:00 PM

McCormick Place

Chicago, Illinois

COMMISSIONERS PRESENT

Alderman Ed Burke, Representative Tim Butler, Gloria Cardenas Cudia, Gloria Castillo (Co-Chair), Brad Cole*, John Crowley, Randy Dunn (Co-Chair), Grant Hammer*, Lori Healey (Co-Chair)*, Erica Jeffries*, David Joens, Jan V. Kostner, Dan Mahoney Sr., Fidel Marquez, Susana Meza, Stephanie Pace Marshall, Ph.D., Donovan Pepper, Rikeesha Phelon, John Powers, Lou Raizin, Todd Schwebel, Ruth Slottag, Melody Spann-Cooper, Bernanda "Bernie" Wong

COMMISSIONERS PRESENT BY PROXY

Ed Callison (Rocky Wirtz), Robin L. Brown (Llene Gordon)

GUESTS PRESENT

Bernard Cerkasov (Cradles to Crayons), Karen Corken (Illinois State Board of Education), Frank Cudia, Jr. (Salsa Business Network), Paul Durica (Illinois Humanities Council), Scott Fetters (Fort Knox Studios and 2112 Chicago), Joe Higgins (Comcast), Scott McFarland (Serve Illinois), Marilyn Rubio (Metropolitan Pier & Exposition Authority), Matt Summy (Comcast), Rob Tovar (Fort Knox Studios and 2112 Chicago),

COMMISSIONERS & PROXIES PRESENT BY WEB CONFERENCING

Ellie Leonard (Senator Pamela J. Althoff), Mayor Liandro "Li" Arellano Jr., Karen Darch, Alan C. Lowe*, Margaret Houlihan Smith (Oscar Munoz), David Scott, Joyce St. Clair

STAFF PRESENT

Kelleye Chube, Terrence Hill, Tonya Lamia, Stuart Layne, Leslie Munger, David Perlmutter, Lisa Post

CALL TO ORDER

Co-Chair Randy Dunn called meeting to order. A quorum was determined to be present as indicated above. Co-Chair Lori Healey from Metropolitan Pier & Exposition Authority was thanked for hosting the meeting.



SEPTEMBER MINUTES

With a motion from Gloria Cardenas Cudia and a second from Bernie Wong, the September meeting Minutes were approved.

ILLINOIS BICENTENNIAL SIGNATURE EVENTS

Co -Chair Randy Dunn gave an update on Illinois Bicentennial Signature Events that are planned and executed by our Commission.

- Yesterday, we hosted Illinois Bicentennial Day at Winter WonderFest at Navy Pier in Chicago, where more than 350 guests attended a private breakfast reception at Navy Pier that included several of our Commissioners, a handful of Illinois Legislators, and Consul Generals from 25 Countries. During the reception, Governor Rauner led a Press Conference to officially kickoff our yearlong celebration where we gave an overview of our Signature Events and Projects; talked about how third parties can submit their events and projects on our website for Official Endorsement; described statewide flag raising ceremonies that were held at noon today, including the Commission-led ceremony at McCormick Place; and flew the very first Illinois Bicentennial Flag. After the conclusion of the Press Conference, guests joined an estimated 5,000 attendees at Winter WonderFest until 8 PM, where we hosted an Illinois Bicentennial Merchandise Booth and sold Bicentennial shirts, sweatshirts, holiday ornaments, and more. Guests also posted for photos with “Big Lincoln,” near the Illinois Bicentennial and Illinois Office of Tourism booths. Co-Chair Dunn thanked Co-Chair Healey for her leadership that helped create this event in addition to event sponsors Navy Pier and Fifth Third Bank.
- Yesterday, we also hosted Raise the Curtain on Illinois Bicentennial at PrivateBank Theatre in Chicago, where the cast of Hamilton and Governor Bruce Rauner "Raised the Curtain" on stage after the matinee performance. Each of the 100 winners of our 100-Day Countdown video contest received two tickets and guests attended a private reception. Co-Chair Dunn thanked BMO Harris for sponsoring the 100 Day Countdown and tickets for our video contest winners.
- And yesterday, we also held an Illinois Bicentennial Kickoff Event at Abraham Lincoln Presidential Library and Museum in Springfield. Approximately 75 guests attended our private reception, and the program highlighted many Bicentennial initiatives, including the announcement of the name and label design of the Bicentennial Beer; a preview of Illinois Chronicles, the Bicentennial education curriculum; and Mid-West Family Broadcasting's role in the BORN, BUILT & GROWN multimedia campaign. Co-Chair Dunn thanked Commissioner Alan Lowe for hosting the event and Mayor James Langfelder and Marilyn Kushak for participating in the program.
- Today, we facilitated Statewide, Simultaneous Illinois Bicentennial Flag-Raising Ceremonies, thanks to our Partner Illinois Municipal League and sponsor United Airlines. Every Illinois municipality received a complimentary Illinois Bicentennial flag with instructions, asking them to raise their flag at Noon. In addition, we provided suggested text for local proclamations and media advisories. We were notified by over 100 counties and municipalities that they would be hosting ceremonies, and we asked everyone to submit a photo and summary of their ceremony through our website after their events so we can aggregate and record their efforts. Co-Chair Dunn thanked Brad Cole from IML and participants in the Commission-led ceremony at McCormick Place today; Deputy Governor Leslie Munger, who read the “Illinois Statehood Day” Proclamation; Alderman and Commissioner Ed Burke for reading a City of Chicago Proclamation; Jim Cornelison for singing the Star-Spangled Banner; U.S. Army Captain Deanna M. Love for singing of the Official State Song of Illinois; and Military and Veterans groups, including the U.S. Army Junior Reserve Officer Training Corps Color Guard.



- Planning is underway for the Illinois Bicentennial Birthday Party at the United Center in Chicago on December 3. Now that we have kicked off the Bicentennial celebration, we will begin to finalize plans for next December 3rd and the Bicentennial Birthday Party at the United Center. We are working with the United Center and JAM productions on the program, where we plan to commemorate a Bicentennial Hall of Fame of 200 of the greatest contributors to society in Illinois History. We will also recognize our Honor 200 Veterans. Sponsor packages will be available shortly. Each Commissioner will receive a VIP invitation for two.

ILLINOIS BICENTENNIAL SIGNATURE PROJECTS

Co-Chair Gloria Castillo provided an update on Illinois Bicentennial Signature Projects that are planned and executed by our Commission.

- During Veterans week, Governor Rauner along with IDVA Director Erica Jeffries announced our Bicentennial Veterans program called HONOR 200. Commissioner Erica Jeffries provided updates, including how nominations are being accepted online at www.illinois.gov/veterans. Co-Chair Castillo thanked Commissioner Jeffries and the IDVA for their partnership and support.
- On November 10 in partnership with the Illinois National Guard and the DuSable Museum, we opened an Illinois Bicentennial Exhibit at DuSable Museum to commemorate the 370th Army division, an all-black Illinois battalion that fought in the Civil War and other battles through World War I. The pre-Veterans Day event and celebration marked the official opening of the Illinois Bicentennial exhibit called “Clearing a Path for Democracy: Citizen Soldiers of Illinois Fighting Eighth.” The event was attended by more than 100 veterans, current servicemen and women, community stakeholders, and Illinois Bicentennial representatives. Co-Chair Castillo thanked Commissioners Melody Spann-Cooper and Ericka Jefferies for attending and helping us honor veterans and highlight the contributions of the citizen soldiers from the State of Illinois fighting eighth regiment.
- Yesterday at the Abraham Lincoln Presidential Library and Museum, we announced our Illinois Bicentennial K-12 Education Curriculum called Illinois Chronicles. Karen Corken, First Deputy Superintendent from the Illinois State Board of Education, provided updates about the curriculum, which will be offered to all schools across the state that features a historical timeline, a teacher’s guide, a “wallboard” for display in school, and digital learning components for students. Commissioners also viewed a sample copy of the book. Co-Chair Castillo thanked ALPLM and ISBE for their leadership on this exciting project.
- The Illinois Bicentennial Road Scholars Speakers Bureau will travel throughout the state in conjunction with the Illinois Humanities Council. Paul Durica, Director of Programs for the Illinois Humanities Council described the program to Commissioners. Co-Chair Castillo stated that we are delighted that distinguished speakers will present Bicentennial topics at more than 150 locations throughout the celebratory year.
- At the center of our celebration is 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. This statewide multimedia campaign builds and maintains awareness of the Bicentennial through the duration of the celebratory year. Our plan was to sell sponsorships so we could pre-produce content to showcase Illinois’ influence on the worlds of music, sports, agriculture, literature, commerce, history, technology and innovation, transportation, and art and architecture, among others. Since we have not secured presenting sponsors, the Commission has not yet produced content for distribution to statewide media outlets. In the meantime, we have secured in-kind radio media support and the Illinois Association of Museums, the Illinois State Museum, and ALPLM are providing tremendous assistance and



collaboration to our in-kind media partners in the creation of engaging, compelling, and entertaining multimedia content. Co-Chair Castillo thanked them all for their support.

CALL TO VOLUNTEERISM AND COMMUNITY SERVICE

Co-Chair Castillo asked Matt Summy from Comcast and Scott McFarland from Serve Illinois to present their ideas for a new Signature Project for Bicentennial focused on volunteerism and community engagement. They suggested that our Commission could make a call to action to have our Bicentennial year be a year of service in Illinois. Commissioners agreed to proceed with this new Signature Project and updates will be provided at the next meeting.

MERCHANDISING TECHNOLOGY PARTNERSHIP

Co-Chair Healey reported that our Official Online Store is now live on our website illinois200.com. Items currently available for purchase include shirts and sweatshirts, lapel pins, flags, and banners. In addition, all Endorsed PARTNERS, EVENTS, and PROJECTS have received information on how they can purchase discounted, co-branded merchandise and can create customized employee or volunteer rewards programs with our merchandise. Co-Chair Healey thanked our partner David Bard from Corporate Imaging Concepts for his hard work to launch and manage this endeavor.

COMMEMORATIVE MERCHANDISE

Co-Chair Healey thanked Commissioner Harry L. Crisp II and Pepsi MidAmerica for creating the new Illinois Bicentennial Commemorative Pepsi Can. Five Million cans will be produced and distributed throughout their territory, and we are coordinating with Pepsi corporate to seek additional cans and distribution to cover the rest of the state. Co-Chair Healey also thanked graphics designer Ben Olson, who designed the can as an in-kind donation to Bicentennial.

Yesterday in Springfield, Hand of Fate Brewer Mike Allison unveiled our Illinois Bicentennial Commemorative Beer called 1818. The Prairie State Farmhouse Ale is being produced by Petersburg Illinois' Hand of Fate Brewing the winner of our Craft Beer competition. Co-Chair Healey thanked Commissioner Rocky Wirtz whose Breakthru Beverage company will distribute the product to their over 7,000 accounts statewide. 1818 will be available as soon as February 2018.

FUNDRAISING UPDATES AND OPPORTUNITIES

Co-Chair Dunn reported that we have \$892,000 in corporate commitments, including a \$300,000 sponsorship from Wintrust and \$25,000 from Ingredion. He thanked Commissioner Susana Meza from Wintrust, Commissioner John Crowley and Comcast, Commissioner Oscar Munoz and United Airlines, Commissioner Brad Cole and the Illinois Municipal League, and Commissioner Donovan Pepper at Walgreens for their commitments. He also thanked Commissioner Todd Schwebel, who originated the BMO Harris connection and their sponsorship of the 100 Day countdown. Co-Chair Dunn also reported that fundraisers Joan Etten and Lori Montana continue to lead our donor outreach and that funding the Bicentennial programs remains a big challenge.

It was reported that a number of key programs are in need of critical funding, and we can use your help, including introductions to top level corporate connections. The Trailblazer donor program is an important part of our fundraising strategy, and introductions to individuals as well as foundations will be helpful. Commissioners then reviewed a handout called "Corporate Sponsor Levels."



REQUESTS FOR ASSISTANCE FROM COMMISSIONERS

Co-Chair Healey requested that all Commissioners add the PARTNER Seal of Endorsement to their Websites, linking to illinois200.com. Commissioners received artwork files for the PARTNER Seal after our last meeting. She also asked Commissioners to consider how they might incorporate BORN, BUILT & GROWN in their company's or organization's advertising and marketing campaigns. BORN, BULT & GROWN is now live on the Home page of our website. Co-Chair Healey then requested that Commissioners include the URL illinois200.com and the hashtag #IllinoisProud whenever possible in addition to determining if their organizations could lead a Social Media Strategy to connect with our social media accounts, website illinois200.com, and hashtag #IllinoisProud. Finally, Co-Chair Healey ask Commissioners to help promote to third parties that they Apply for Endorsement of their Events and Projects on the PARTICIPATE Page at illinois200.com.

OFFICIAL THIRD-PARTY ENDORSEMENTS TO DATE

Co-Chair Healey reminded Commissioners that they are each endorsed as Official PARTNERS to Bicentennial and reminded attendees that they must submit each of their individual events and projects on the PARTICIPATE page of our website for them to be promoted and recorded as being part of the official celebration. All Illinois Counties and Municipalities were also recently notified that they are recognized as Official Endorsed PARTNERS.

To date, we have endorsed 19 PARTNERS, who are planning Bicentennial-related events and projects throughout our celebratory year:

1. Chicago Blackhawks Warriors
2. Fremont Public Library District
3. Hand of Fate Brewing Company
4. hellowater
5. Illinois Bicentennial Coordinating Committee of Springfield
6. Illinois Executive Mansion Association
7. Illinois Municipal League
8. Illinois REALTORS®
9. Illinois State Organization National Society Daughters of the American Revolution
10. Jonesboro Bicentennial Committee
11. Peoria Riverfront Museum
12. Pepsi MidAmerica
13. Plainfield Public Library District
14. Prairie State Conservation Coalition
15. Randolph Co Bicentennial Tourism Committee/Board of Commissioners
16. Shelby County Bicentennial Committee
17. Sounds Of Good News, CEO dba Young Eagles Success YES



18. The Lincoln Academy of Illinois
19. Westchester Public Library

To date, we have also endorsed 18 third-party events; they are taking place in communities throughout the state in addition to 37 third-party projects. Many of our endorsed Projects are being led by regional Realtor organizations, so Co-Chair Healey thanked Commissioner Jim Kinney and the Illinois Realtors for their support to engage their statewide members.

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

