

**Abraham Lincoln Bicentennial Commission
Meeting #13, February 11, 2005, 9:00 AM
Mike Mansfield Room, the United States Capitol
Washington, D.C.**

Present were Dr. Jean Bandler, Dr. Darrel Bigham, Ms. Joan Flinspach, Mr. Harold Holzer, Dr. James Horton, Mrs. Lura Lynn Ryan, Hon. Tommy Turner, Hon. Frank Williams, Michael Bishop, Executive Director, Jackie Williams, Projects Manager, and Ryan Cole, Administrative Assistant. Congressional staff included Pat Souders from Senator Durbin's office, Ms. Diane Liesman and Ms. Joan Mitchell from the Hon. Ray LaHood's office. Mr. Eric Friedenwald-Fishman of the Metropolitan Group, our strategic planning consulting firm, attended the meeting to present the draft strategic plan to the Commission.

Mr. Holzer called the meeting to order at 9:15 a.m. The minutes of the September 20, 2004 meeting were approved after a motion made by Judge Turner and seconded by Chief Justice Williams. Mr. Holzer announced that Governor Thompson has resigned from the Commission due to health reasons. Dr. Bandler requested that Mr. Bishop send Governor Thompson a thank you letter for his service to the Commission especially noting his work on the ethics issues. The Governor of Illinois will make a recommendation to the President of the United States for a new Commissioner. Mr. Holzer also noted that he needed to leave the meeting at 12:30 p.m. for rehearsal of the White House event this evening.

It was recommended that due to the early departure of our co-chair, we look at dates for future meetings at this time. The April meeting is scheduled for 9:00 a.m. on Monday, April 18th in Springfield, Illinois. Mr. Holzer noted a number of the events which will take place along with the Springfield museum opening. The June meeting will be held at the National Constitution Center in Philadelphia. It was tentatively set for Monday, June 6th with confirmation to follow. Our fall meeting will be held in Lincoln City, Indiana on Monday, October 31st. Mr. Holzer also added his support for endorsement of the Lincoln exhibit opening at the National Constitutional Center in Philadelphia in June. The vote on this matter was held at the end of the meeting.

Mr. Holzer invited Mr. Bishop to introduce our primary matter of discussion for the meeting—a review of the draft strategic plan submitted to us by Metropolitan Group. Mr. Bishop indicated that Mr. Friedenwald-Fishman would present this plan. Dr. Bandler asked how he would like to hear our input, and Mr. Friedenwald-Fishman encouraged Commissioners to bring up any changes they wanted to suggest for the plan where appropriate.

Mr. Friedenwald-Fishman began by noting that the new ALBC website was up and active. He encouraged the Commissioners to explore it and showed some highlights from it. Mr. Holzer noted that at least one and possibly another of the images were flipped. Mr. Friedenwald-Fishman will correct this. Dr. Bigham asked that the information for

teachers and students from the previous website be restored. That will also be done.

From this point on, the minutes reflecting discussion of the plan will refer to the specific pages of the plan's draft which should be filed with the minutes.

Mr. Friedenwald-Fishman brought up the themes of the celebration listed on page 11. Dr. Bandler requested that the word "freedom" be incorporated as a part of the theme. Following discussion, the theme of "freedom, democracy and equal opportunity for all" will guide the Commission. Dr. Horton urged Commissioners to be prepared for negative comments on Lincoln's leadership in ending slavery. Metropolitan Group will prepare a message tracing Lincoln's evolution and growth on this topic.

Dr. Bandler noted that for evaluation we may need more precise numbers than those currently listed in the goals (p. 11). Mr. Holzer stated that international outreach radiating from international locales and not from the United States will have great value.

Under the discussion of the audiences (p. 14), Dr. Bandler added land grant colleges, elder hostels and labor unions. Dr. Horton added historically Black colleges. On page 20, Dr. Bigham requested that the plan cross-reference audiences with budget to determine whether the amount of resources expended would balance with the number of people to be addressed.

In reviewing the time frames of the complete bicentennial celebration on p. 21, Dr. Horton added that during the February time periods, the Association for the Study of African-American Life and History sets the themes for Black History month. We will contact them to urge an emphasis on Lincoln during the bicentennial. Judge Turner recommended that the official launch take place at the Lincoln birthplace in Kentucky. This was agreed to. Mr. Holzer noted that at the end of the celebration, we will be handing off to the sesquicentennial celebration of the Civil War. Judge Turner asked that all events be live-streamed webcasts from our website. This will be possible.

Under the discussion of committees (p. 25), Dr. Bandler asked that the Advisory Committee be revisited for both additions and deletions. This was agreed to. Ms. Liesman requested that all fund raising go through the Ethics Committee. Mr. Friedenwald-Fishman explained that fund raising will be conducted by a totally separate 51(c)(3) acting as a fiscal agent for us. Dr. Bigham asked where within the committee structure did the endorsement process fall. This will be clarified.

Mr. Holzer asked Mr. Friedenwald-Fishman to elaborate about how the recommended staffing structure (p.27) was derived. It is based largely on Metropolitan Group's experience with national celebrations and on functionality. Dr. Bandler asked that a program associate be added in 2005. Mr. Bishop commented that the current budget allowed for outside assistance now. Dr. Bigham agreed with Dr. Bandler that the staffing changes needed to move forward quickly. He urged the addition of an education staffer as soon as possible. Mr. Friedenwald-Fishman noted these changes.

Mr. Friedenwald-Fishman noted that under the discussion of the programs and activities he would highlight a few from each area throughout his presentation. He started with the Educational Programs (p.32). Dr. Bigham noted a correction to the Official Abraham Lincoln Bicentennial Education Curriculum and Classroom Teaching Guide. A lead partner listed as National Council for Social Studies should be changed to the National Council for History Education. Ms. Flinspach urged that as a part of our partnership with the American Library Association (p. 39), we work with them to have live webcasts of our events on library computers so that the events are available for those who do not own a computer. Dr. Bigham corrected the priority status of the Teacher Institutes (p. 40) from C to A and added the National Park Service as a lead partner. Under milestones on the same page, he noted that it is the University of Southern Indiana, not Illinois.

On page 43, under the discussion of the Lincoln Scholars/Speakers Pool, the lead partner will be the Organization of American Historians and all bicentennial speakers will have talking points that provide information about the bicentennial.

On page 51, under National Traveling Exhibition, Ms. Flinspach noted that there will be two major national traveling exhibits—one under the Library of Congress and one under the Smithsonian. She noted that both institutions have different collections and different exhibition styles, so this should not be a problem. She indicated that while we will be a producer of the Library of Congress exhibition, she believes we will be an endorser of the Smithsonian exhibition. Under the *Forever Free* Traveling exhibit on page 56, Dr. Horton reminded us to think of the Black Colleges and institutions. Mr. Friedenwald-Fishman noted the Lincoln Highway Rally (p. 64) might take place in 2010 since that is an anniversary year for the highway.

Under the Public Awareness Programs, page 66, Mr. Bishop added an update that the penny legislation has been introduced in the Senate and the House. In response to Dr. Bandler's question, Mr. Bishop noted that there is no legislation yet regarding the commemorative coin (p. 67) but that the language is being drafted by the Office of Legislative Council and then it will be submitted to Congress. Under the Commemorative Stamp activity (p. 68), Dr. Bandler informed the Commission that the time frame has been moved and that the request will not be considered until 2006. Judge Turner and Dr. Bandler both discussed that we have requested that the images on the stamps be thematic.

Under the Public Awareness Campaign (p. 71), Dr. Horton asked that interview scheduling be added.

Under the Legacy Programs (p. 81), Mr. Friedenwald-Fishman noted that the medallions program was a tool designed to urge broad participation from cities across the nation. This is a concept developed by Metropolitan Group. Another concept developed by Metropolitan Group is the Lincoln Leadership Grants Program, pp. 85-86. This topic drew considerable discussion after lunch. Dr. Bandler commented that she did not

believe that it was desirable or feasible. Dr. Horton questioned whether the Commission and its legacy organizations should be awarding funds to people who do good works. Mr. Friedenwald-Fishman suggested that this concept be studied in 2005. Mr. Holzer encouraged that it be amended to include the study of American History and Abraham Lincoln which is rapidly disappearing in the schools. Ms. Flinspach suggested that at least half the funds awarded be given to projects specifically involving Abraham Lincoln. Dr. Horton asked whether there would be criteria set. Mr. Friedenwald-Fishman responded that there would definitely be criteria. Chief Justice Williams suggested a more modest version of this program. Mr. Holzer recommended that we table the discussion for now. This was done.

Mr. Holzer reported on behalf of Dr. Boritt who was absent due to illness that the Gilder Lehrman Institute has issued the ALBC a \$250,000 in-kind grant for the "History in a Box" educational programs. This grant will provide for a mass number of publications to be sent to teachers throughout the country along with other teacher materials.

Dr. Boritt also requested that China be added to the International Conference program, see pages 47 and 48.

Under the discussion of Fundraising (Section 2), Dr. Bigham added that we keep the ratios of resources to audience size in mind.

Chief Justice Williams was asked to chair the meeting by Mr. Holzer, who by prearrangement left for the White House to begin preparations for the evening performance of "Lincoln Seen and Heard." Chief Justice Williams began the rest of the meeting with a discussion of the budget (appendix B). He inquired as to subsequent amendments as we learn more of the specifics of each project. Mr. Friedenwald-Fishman expects the budget to be modified and amended several times. Mr. Bishop echoed Mr. Friedenwald-Fishman's statement. Dr. Bigham asked what had happened to the NEH education programs. Mr. Bishop responded that we are still pursuing a strategy with the NEH for an educational partnership. Dr. Bandler asked whether any programs had been dropped from the Report to Congress. Mr. Friedenwald-Fishman noted that while nothing had been dropped, three programs—the town hall program, the medallion program, and the legacy grant program had been added. Mr. Bishop noted that the Forever Free traveling exhibit program needs \$156,000 for funding soon and it can be removed from approval of the plan today, but if that is done, then action must be taken on this at the next meeting.

Mr. Friedenwald-Fishman reviewed the "green lot" or tabled items—the theme, which is resolved, the timing of the medallion program which will be studied further and the legacy project which was not resolved.

The next steps are to adopt the plan as refined, to organize the committees and assign committee members, to begin program planning and to launch fund raising which will include—strategy, prospect lists, a case for support, a leadership circle, a fiscal agent

51(c)(3) and a work plan. Dr. Horton moved adoption of the strategic plan and Ms. Flinspach seconded it. Dr. Bandler offered an amendment that the plan recognize the change in theme and the addition of a program associate. It was recommended that the legacy issue be studied. Dr. Bandler asked to exclude the legacy grant program from the plan. Dr. Bigham moved Dr. Bandler's amendment and Mrs. Ryan seconded it. The plan was adopted as amended.

Mr. Bishop said that he will be in touch with Commissioners about committee assignments. Mr. Friedenwald-Fishman noted that he will revise the plan per the input received today and distribute it with a cover memo to all of the Commissioners. Judge Turner asked for monthly updates after the revised plan is distributed. He also asked that once the new logo is designed that we receive business cards and name badges to assist us as we begin to carry out the work of the plan. The Commissioners agreed that Judge Turner's suggestions should be done.

Chief Justice Williams then proceeded to the issue of endorsement for the National Constitution Center exhibit. Ms. Flinspach had earlier distributed material giving the Commissioners information beyond that of the endorsement form. She discussed the issue of requesting funds, noting that none of our projects to date included the National Archives in large part or specifically the presidential libraries and museums which are a very public part of the National Archives. She noted that a budget would be submitted when the time came for this exhibit to travel and that the Commissioners could consider that expense at that time. Dr. Bandler moved to endorse this exhibit and Dr. Horton seconded it. The motion passed.

At this point in the meeting Mr. Bishop asked Mr. Friedenwald-Fishman to leave. Mr. Bishop then noted that we will need funds for the logo and planning very soon. He recommended retaining Metropolitan Group as fund raising counsel through the three-bid process. Ms. Flinspach asked that the Commissioners grant Mr. Bishop the authority to proceed due to concern for time constraints. Mrs. Ryan seconded that motion. Both Judge Turner and Dr. Bandler expressed concern about not giving the three-bid process the proper attention. Judge Turner moved that we follow the procedure as it is laid out—obtaining three bids which are fairly judged and with results distributed to the Commissioners with a recommendation and a poll for their vote via email. Dr. Bandler seconded this motion. Chief Justice Williams asked for a vote and this amendment carried, overriding the original motion.

Dr. Bandler remarked that Mr. Bishop will be speaking at the Lincoln Memorial event held by Mollus on Saturday. Ms. Flinspach invited the Commissioners to attend the unveiling of a major acquisition at The Lincoln Museum in Fort Wayne, Indiana, on Friday, March 18th at 7:30 p.m. Dr. Bigham announced that the OAH will have a "chat room" session on the Lincoln Bicentennial at their meeting in San Francisco. Judge Turner distributed an article on Lincoln from the Louisville *Courier Journal*. Mr. Friedenwald-Fishman returned to the meeting and thanked the Commissioners for their time and ideas.

Chief Justice Williams asked about a motion to adjourn. Mrs. Ryan so moved and Judge Turner seconded the motion. The meeting was adjourned.

Respectfully submitted,

Joan L. Flinspach
Secretary