

**Abraham Lincoln Bicentennial Commission**  
**Meeting #15, June 6, 2005, 10:00 AM**  
**Private Dining Room, National Constitution Center**  
**Philadelphia, PA**

Present were Dr. Jean Bandler, Dr. Darrel Bigham, Dr. Gabor Boritt, Ms. Joan Flinspach, Mr. Harold Holzer, Dr. James Horton, Mrs. Lura Lynn Ryan, Mrs. Louise Taper (on phone), Hon. Tommy Turner, Hon. Frank Williams, Mr. Michael Bishop, Executive Director, Ms. Jackie Williams, Development Director, Ms. Jennifer Rosenfeld, Program Director and Ryan Cole, Administrative Assistant. Congressional staff included Ms. Diane Liesman from the Hon. Ray LaHood's office. Some members of the Advisory Committee from the Pennsylvania area attended this meeting including Mr. Brad Hock and National Park Service officials from the Gettysburg National Battlefield. Eric Friedenwald-Fishman and Maria Elena Campisteguy from the Metropolitan Group were present in their capacity as fund raising counsel. Others may have been present who did not have the opportunity to sign the attendance sheet. A reporter was present.

Mr. Holzer chaired the meeting and called it to order at 10:15 am. He asked for approval of the minutes and Chief Justice Williams moved approval. Dr. Bigham seconded the motion and it carried.

**Staff Reports**

Mr. Holzer asked Mr. Bishop to present his Executive Director's report, which is attached to the minutes. Mr. Bishop introduced Ms. Jennifer Rosenfeld, Program Director and newest addition to the ALBC staff. He then discussed the Branding contract, noting that the Library of Congress has changed its procedure for bidding and contract review. This delayed the arrival of contract information to the ALBC staff and the Commissioners. A further discussion of the bids was held later in the meeting under Unfinished Business.

Mr. Bishop updated the Commissioners on the status of the Penny legislation. Senators Sununu and Reid are the lead sponsors on it. Senator Durbin's staff will work with the ALBC staff to gain the 2/3 sponsorship needed for this legislation. Senator Durbin introduced the Senate legislation for the Commemorative Coin. Follow up is underway to obtain the 2/3 signatures necessary for co-sponsorship. Congressman LaHood will introduce the House legislation as soon as he secures the co-sponsorship of the entire Illinois legislation. Congressman Jackson will assist with gaining the necessary sponsorships as well. Mr. Holzer urged Mr. Bishop to contact Congresswoman Slaughter of New York for support, too.

Mr. Bishop reported on the Gilder Lehrman proposal for discussion only. Dr. Bigham commented that he has seen the GLI Alexander Hamilton box and found it comprehensive. A question was raised as to whether Gilder Lehrman's Lincoln proposal includes the production of one sample box as a prototype or the production of all the boxes to be distributed. Is Gilder Lehrman asking us for production and distribution funds or for distribution funds only? Mr. Bishop will obtain an answer to this question prior to receipt of the proposal in October.

Mr. Bishop's report included a revised list of committees and the status of membership on those committees. Ms. Flinspach added Dr. Charles Hubbard to the Public Participation committee list. Mr. Bishop said that it has been decided to combine the two Education Committees called for in the Strategic Plan. He asked for discussion regarding the status of the Mandate Committee. It is not in the Strategic Plan as a separate committee, instead its duties are divided up among the Public Awareness and the Legacy Committees. Dr. Bandler recommended that rather than retain the Mandate Committee, she would be willing to serve on the other two committees. Judge Turner and Dr. Boritt urged the retention of the Mandate Committee. Dr. Bandler emphasized the need to maintain the continuity of the Strategic Plan. Mr. Holzer agreed and the consensus was that the Mandate Committee would be discontinued and its duties reassigned as recommended in the Strategic Plan. The Executive and Finance Committee has added Chief Justice Williams, and Dr. Boritt will serve on the Public Awareness Committee.

The last section of the Executive Director's report included a discussion of the budget. Mr. Holzer raised the issue of hiring an Education/Program Associate. Mr. Friedenwald-Fishman was asked about the priority of staffing positions recommended in the Strategic Plan. He indicated that a Communications position was needed in addition to an Education position and had been presented as the next priority in the strategic plan. Dr. Bigham, Ms. Flinspach and Mr. Holzer all echoed a concern that the Education Committee needed a staff liaison. Ms. Flinspach suggested that funds for the Advisory Committee meeting be used to augment salaries so that both positions could be accommodated. She further suggested that the Advisory Committee members could be contacted by phone and urged personally to select a committee assignment and then become active as their committees meet. Mr. Holzer stated that the Advisory Committee meeting in February is definitely needed. He raised the issue of the carryover funds from 2005 fiscal year. Mr. Holzer suggested that the positions be graded at manager level to permit both hires. In a motion by Chief Justice Williams, seconded by Judge Turner, the Commission voted to accept the budget of \$592,190 and that Mr. Bishop use the 2005 fiscal year carryover funds to hire someone to fill the Education/Program Associate position. The motion carried.

The Development report was folded into the Metropolitan Group's presentation held at the end of the meeting. Ms. Rosenfeld gave the Project Director's report. Mr. Percoco has completed 8 out of 10 high school lesson plans and the teacher working with him at the middle school level has finished 5 lesson plans. Ms. Rosenfeld has drafted a sample resource kit for states wanting to celebrate the Bicentennial. It was suggested that she include a sample bill for state legislatures that would recognize and encourage state celebrations. As an update on the traveling exhibitions Mr. Bishop noted that the Library of Congress will approach Congress for an appropriation to fabricate and travel their exhibition. The Library of Congress is currently establishing their advisory committee for the exhibit. Gilder Lehrman is willing to loan artifacts to this exhibit as is Mrs. Taper and The Lincoln Museum in Fort Wayne. Mr. Holzer announced that the Clinton Library is looking for a Lincoln exhibition to open on September 22, 2007, which is the 145<sup>th</sup> anniversary of the Emancipation Proclamation. Ms. Flinspach recommended that the

ALBC-endorsed exhibit “Lincoln: The Civil War and the Constitution” could travel to this venue if the Library of Congress exhibition is not available.

In the update on the Sculpture Garden, Ms. Rosenfeld commented that she and Mr. Bishop have met with Dorothy McSweeney, Chair of the DC Commission on the Arts and Humanities. Ms. McSweeney was enthusiastic about the project and requested a formal proposal which she will present to Mayor Williams. Ms. Rosenfeld will share the proposal with the Legacy Committee and Mrs. Taper, as its chair, for comments next week.

Under discussion of the Lincoln events, Ms. Flinspach requested that an event be added to include Lincoln’s Boyhood Home National Park in Indiana, since the birthplace, the Lincoln Home and the Lincoln Memorial were included. Dr. Boritt added that he wanted to see Gettysburg included, too. Mr. Bishop remarked that these three National Park locations for Lincoln events were just the beginning and that opportunities to include the other Lincoln National Park locations would be developed.

Ms. Rosenfeld inquired of the Commissioners which report format they preferred—the graphic chart or the narrative. After discussion it was decided by consensus that the Commissioners prefer the narrative report. On the sample narrative report provided, under the topic of Speakers Bureau, Ms. Flinspach urged the updating of the membership of the Advisory Committee in preparation for the creation of the Speakers Bureau. Mr. Holzer directed Ms. Rosenfeld to distribute the current list of the Advisory Committee to all of the Commissioners for comment. The Commissioners will return their comments to Ms. Rosenfeld who will, in turn, present them to the Governance Committee. The Governance Committee will report on the results at the October Commission meeting.

### **Committee Reports**

There were no committee reports. Dr. Bigham asked what means were available for committee meetings in addition to conference calls. Mr. Holzer noted that options included scheduling in-person meetings on the same day but in advance of Commission meetings, or email. Interactive video is not available currently through the ALBC website, but could be in the future.

### **New Business**

Mr. Holzer directed the Commissioners to the topics under New Business and stated that we would go to Unfinished Business after New Business. The Lincoln Studies Center publications proposal (attached) was discussed. The proposal includes an expense to the Commission of \$12,500. Dr. Bandler recommended that we consider funding a percentage of this as a challenge and/or matching grant. Dr. Boritt explained that this request represented only a percentage of the total cost of this project and that other funders are being sought. Mr. Bishop noted that this amount is not in our budget and that it will need to be raised from private funds. Mr. Holzer instructed Mr. Bishop to negotiate for a prominent listing of the ALBC on the title page on the order of the ALA’s notice in *Lincoln Day by Day*. Dr. Boritt moved and Chief Justice Williams seconded the motion that the Commissioners approve this proposal. The motion carried.

The Lincoln Box proposal was discussed further under the Executive Director's report. The final new business item discussed was the proposal for the Lincoln Artifact Database. Ms. Flinspach presented the attached proposal and noted that at this time, this project does not need any funding from the ALBC, but that it might in the future. Mrs. Taper indicated that she would like to have her collection included in this database. Ms. Flinspach accepted this invitation and indicated that private collectors would be included on a permission-only basis, so that security can be maintained. Chief Justice Williams moved that this project be endorsed and Judge Turner seconded the motion. The motion carried. Dr. Boritt added that he was impressed with the amount of research that had gone into this project to date.

### **Unfinished Business**

Mr. Holzer brought up Unfinished Business. Discussion of the branding bids was in order. Mr. Friedenwald-Fishman and Ms. Campisteguy excused themselves from the meeting. Mr. Holzer informed the Commissioners that Senator Durbin and Congressman LaHood had concerns about accepting the Metropolitan Group bid, since there were two bids that were lower. Mr. Bishop indicated that at least one of the lower bids was unclear and appeared to have add-on costs that were included within the Metropolitan Group bid. Ms. Flinspach commented on the lack of quality in one of the lower bidder's submittals—noting that one of the logos was too busy to be easily identifiable, and clarity is crucial to the successful use of a logo. After discussion, Mrs. Ryan moved and Chief Justice Williams seconded that Mr. Bishop further investigate all of the bids for \$29,000 or less to determine the nature of add-on expenses. If, following investigation, the Metropolitan Group's bid is competitive Mr. Bishop should award them the contract based on quality pending approval by the other two Co-chairs. This motion passed. At this point in time, the Commissioners broke for lunch.

### **Metropolitan Group Development Presentation**

Mr. Friedenwald-Fishman presented a Power Point description of the strategies that they will undertake as fund raising counsel working with Ms. Williams as our Development Director. The presentation is attached. He asked the Commissioners for feedback on the proposed name Lincoln Bicentennial Cabinet for the leadership council. Chief Justice Williams moved and Judge Turner seconded a motion to approve this name. The motion carried. Mr. Friedenwald-Fishman asked Commissioners to volunteer to serve on this body. Mr. Holzer, Dr. Bandler, and Judge Turner all volunteered. Chief Justice Williams requested a breakdown of the fund raising goals by year. Mr. Friedenwald-Fishman listed the goals as: \$800,000 for 2005 and \$96,000,000 for the entire budget. As much as \$50,000,000 of that amount or more will be in media commitments which are in-kind donations.

Discussion moved to the need for a fund-receiving entity. Mr. Bishop and Mr. Friedenwald-Fishman recommended the use of an existing non-profit as a fiscal agent. Several of the Commissioners asked questions about the benefits of choosing this option over that of others, including a federal foundation. Ms. Flinspach raised the question of control of use of the funds. Mr. Friedenwald-Fishman informed the Commissioners that

in every experience he has had, never have donations been used for means contrary to the intended ones. Dr. Bandler asked if the fiscal agent would charge fees for this service. Mr. Friedenwald-Fishman replied that it would and that these fees are still a substantial savings over new set-up costs for establishing our own 501(c) 3. Ms. Flinspach asked if the Commissioners can serve as board members. Mr. Friedenwald-Fishman replied that they cannot. Mrs. Taper asked about the conflict of interest. Mr. Friedenwald-Fishman responded that it is not a conflict of interest for an agency to provide this service, if the mission of the organization that they are servicing parallels the agency's mission. Mr. Holzer added that since the fiscal agency agrees up front to provide this service, it is agreeing to abide by the ethics of the profession and would not approach or poach our funders. Ms. Flinspach moved and Judge Turner seconded a motion to approve the establishment of a nonprofit partner as a fiscal agent. The motion carried. Mr. Bishop, Ms. Williams, and Mr. Friedenwald-Fisher will investigate the National Park Service Foundation as a first choice, and the National Trust for Historic Preservation and other foundations as secondary options.

### **Announcements**

Mr. Holzer announced that the Commissioners will have a new proposal to consider at the next meeting from a producer of a Civil War musical. He will be proposing an outdoor concert using the music from this production. Judge Turner presented a logo idea that the Kentucky Lincoln Commission is considering. It draws on the use of the Kentucky state logo and adds Lincoln to it. Dr. Boritt showed the members the new paperback edition of Mr. Holzer's book, *Lincoln at Cooper Union: The Speech that Made Abraham Lincoln President*, and indicated that since our last meeting it has become a Lincoln prize winner. The Commissioners and guests congratulated Mr. Holzer on this achievement.

### **Adjournment**

Mr. Holzer asked for a motion to adjourn. Chief Justice Williams so moved and Judge Turner seconded the motion. The meeting was adjourned.

Respectfully submitted,

Joan L. Flinspach  
Secretary