

Abraham Lincoln Bicentennial Commission
Meeting #17, February 14, 2006, 10:00 a.m.
Whittall Pavilion, Jefferson Building, Library of Congress
Washington, D.C.

ATTENDANCE

Present were Dr. Darrel Bigham, Mrs. Julie Cellini, Ms. Joan Flinspach, Mr. Harold Holzer, Mrs. Louise Taper, the Hon. Tommy Turner, the Hon. Frank Williams, Mr. Michael Bishop, Executive Director, Ms. Jennifer Rosenfeld, Program Director, Ms. Genevieve Courbois, Assistant Program Director, Ms. Jackie Williams, Development Director, Mr. David Early, Communications Director and Ms. Roberta Schutz, Administrative Assistant. Congressional staff included Mr. Pat Souders from Senator Durbin's office, Ms. Diane Liesman and Mrs. Joan DeBoer from Congressman LaHood's office. Mr. Eric Friedenwald-Fishman and Mr. Hedrick Belin from the Metropolitan Group were present as fund-raising and marketing consultants. Mr. Richard Moe, Ms. Sophia Lynn (left early), and Mr. Frank Milligan (specifically directing the Lincoln Cottage), all from the National Trust for Historic Preservation, joined us as did Ms. Cathy Gorn from the National History Day organization. Mr. Mark Junge, our state liaison from Utah attended the meeting. Mr. Jim Percoco and Ms. Tami Ogden, our curricula writers, arrived at 11:30 a.m. Reporters present included Ms. Dori Meinert of the Copley News Service and Mr. Andy Ferguson from Bloomberg News.

CALL TO ORDER/MINUTES

Mr. Holzer called the meeting to order at 10:18 a.m. He welcomed Mrs. Julie Cellini, our newly appointed Commissioner. He asked if there were any changes to the October minutes. Dr. Bigham noted that at one point, the minutes referred to an attachment that was not included. [Ms. Flinspach explained that the attachment was on file in the ALBC offices and that, going forward, the record would so state.](#) Hearing no other changes, Mr. Holzer asked for a motion to approve the minutes as corrected. Chief Justice Williams so moved and Judge Turner seconded the motion. It carried.

EXECUTIVE DIRECTOR REPORT

Mr. Holzer then asked Mr. Bishop to present the Executive Director's report. Mr. Bishop welcomed Mr. David Early, our new Communications Director. Mr. Early previously worked for the U.S. Conference of Bishops. Mr. Bishop's written report was included in the Commission packets distributed to all the Commissioners prior to the meeting and [it will be filed as an attachment to the minutes in the ALBC offices.](#)

In his report he highlighted the implementation of the new logo. It is currently being used on our letterhead and brochure, and will be incorporated into the website update.

[The Executive Director urged the Commissioners to contact their respective United States legislators to strongly encourage the passage of the Commemorative Coin legislation.](#) The current support totals 34 in the House (291 needed) and 7 in the Senate (67 needed). The Fulton, Lake Champlain anniversary organization is also trying to be designated as the second 2009 Commemorative Coin recipient. (Only two are allowed per year and the first 2009 slot has already been selected.) Mr. Holzer asked for advice

from the legislative staffers. Ms. Diane Liesman recommended that having constituents contact their legislative representatives is the most effective way to sway members of Congress. [Mr. Holzer asked that the sample letter to members of Congress and the list of current co-sponsors be redistributed to the Commissioners by staff.](#)

Mr. Bishop noted that the Penny legislation has passed and that the traveling exhibition being created in conjunction with the Library of Congress has nearly completed venue selection and, hopefully, Atlanta will be included.

During his trip to New York, Mr. Bishop met with staffers from Scholastic, Inc. This corporation will be distributing a teacher's kit, possibly publishing a new Lincoln biography for young people, and promoting the bicentennial at their book fairs nationally. This looks to be a highly successful collaboration. Mr. Bishop also met with individuals from the History Channel. We will be working with them going forward. Mr. Bishop was introduced to Former Governor Mario Cuomo and Mr. Dennis Swanson, our two new Cabinet members. Mr. Bishop thanked the corporate sponsors who supported the presentation of *The Lincoln Family Album*. They were: Boeing, the *Tribune*, the New York State United Teachers, Commissioners and individuals. Mr. Holzer added that we have a new Cabinet member, Roger Hertog of Alliance Capital Investment and publisher of the *New York Sun*. Lastly, Mr. Bishop noted that meetings are set with the Mayor of the District of Columbia and the Secretary of the District of Columbia to further the work on the sculpture garden. Mr. Holzer asked for questions; there were no questions.

PROGRAMS REPORT

Education Committee: Mrs. Rosenfeld noted that Mr. Percoco and Ms. Ogden will be presenting the lesson plans developed for the website later today. Ms. Gorn, from National History Day, will be updating us on their plans. The Education Committee and staff have submitted a proposal for a session at the Organization of American Historians' annual meeting. The session is titled, "Teaching American Values and Teaching Abraham Lincoln."

Public Participation Committee: We now have 33 state liaisons appointed, of whom 13 attended the meetings on February 13. The planning is underway for the 2008 kick-off in Kentucky. The Town Hall meetings will begin with an overview of Abraham Lincoln, transition to include his growth in the area of race and transition again to where we need to go today. We have identified the National Issues Forum as a possible partner and an RFP has been sent to them for response.

Public Awareness: The Penny legislation has passed. Mr. Holzer directed the Commission's thanks to Senator Durbin and Congressman LaHood and their staffs. The National Endowment for the Humanities is our partner in creating the Lincoln Documentary. They will select the producer from the applicants in June.

Legacy: The National Capital Planning Commission will meet with ALBC staff regarding site selection for the sculpture garden. Save Our Sculpture has submitted a request for endorsement for a proposal to preserve the outdoor Lincoln monumental sculpture across the US.

Next Steps: The Gilder Lehrman Institute for American History will present a prototype of their teachers' box at our April meeting. We will have more information about the international conferences at that meeting too. Mr. Holzer interjected that

Professor Richard Carwardine is very interested in pursuing a conference in Great Britain at Oxford University. Mrs. Rosenfeld also reported that the push is on for the Commemorative Coin and that staff efforts will be concentrated on the site selection for the sculpture garden and the production of the state and local resource guide. There were no additional questions.

DEVELOPMENT REPORT

Mr. Holzer asked for the Development Report. Mr. Eric Friedenwald-Fishman of the Metropolitan Group gave this report. He noted that the first emphasis of Development has been on infrastructure and that this is almost complete. We have a 501(c) (3) partner—the National Park Foundation. We have four Cabinet members, and Dr. Bandler, Dr. Bigham and Ms. Flinspach are all working toward gaining additional Cabinet members. Progress has been made on developing language for funding priorities and prospect lists are being made. The next steps include more prospecting, cultivation and solicitation.

Mr. Belin of the Metropolitan Group added that our goal is to have 6-8 Cabinet members by May and 10-15 by the end of 2006. Pathways to corporations and individuals are being identified and in January our current Cabinet members gave us 12 names for contact. In 2006 we need to raise \$750,000 for projects, to establish an annual fund, to start the major gift base, to begin program sponsorships, and to identify the top ten sponsors. Mrs. Taper asked what the qualifications for the top ten sponsors are. Mr. Belin responded that these will be corporations. [Mr. Holzer asked that a copy of development talking points be distributed to each Commissioner.](#) Mr. Belin agreed.

Dr. Bigham asked if the record was correct in noting that the grassroots campaign will not begin until 2008. Mr. Friedenwald-Fishman answered that this was correct because the infrastructure is not in place yet to handle a volume of small checks from the general public. In response to additional questions from Dr. Bigham, he indicated that the kickoff of the grassroots campaign would occur in February 2008, and that planning for it would begin about a year in advance.

Mrs. Cellini asked how a check is processed currently. Mr. Belin noted that the National Park Foundation is our fiscal agent performing all of the accounting functions necessary with donations. He explained that they perform this service for many other nonprofit organizations and that we will receive audited reports on a regular basis. Our account functions as a restricted account within the National Parks Foundation. No additional questions were asked.

COMMUNICATIONS REPORT

Mr. Holzer asked for the Communications Report. Mr. Early informed the Commissioners of media response to the ALBC Advisory Committee meetings, the February 13 *Lincoln Family Album* presentation with Liam Neeson and Holly Hunter, and today's meeting. Coverage included Scripps Howard, Reuters, C-SPAN and others.

Mr. Early explained that he has hired Bacon's Information, a media company with over 80,000 outlets, to provide media distribution for us. He is developing an on-line newsletter that he will launch in the spring. It will have regular features and monthly updates. He is investigating podcasting as a form of media outreach. Video and/or audio

productions can be sent on-line as a file that can be downloaded. Mr. Holzer asked if the *Lincoln Family Album* production from last night could be podcast. Mr. Early stated that he is looking into it. Ms. Flinspach urged that the proper credits should be added to the end of the production. Mr. Early is also investigating news blogging. [Dr. Bigham asked Mr. Early to develop a news group or list serve to enhance internal communications.](#) Mr. Early will look into it. Mr. Holzer asked for questions. There were none.

PRESENTATION

Mr. Holzer introduced Mr. Richard Moe, President of the National Trust for Historic Preservation, who updated the Commissioners on the restoration of the Lincoln Cottage. The Trust has raised \$10 million of a \$12.5 million dollar goal. Opening is planned for September 22, 2007. He introduced Mr. Frank Milligan, who has been hired as the Director of the Lincoln Cottage. The vision for the cottage is that it will be a Center for the Study of Abraham Lincoln with scholars-in-residence, lectures, symposia, and Lincoln Bicentennial Fellows. He expressed his hope that the ALBC and the National Trust would explore ways to collaboratively develop the Center, and that discussions could begin in the near future. Mr. Holzer asked for questions. There were none.

UNFINISHED BUSINESS

After-Action Advisory Committee Report—State Liaisons—Chief Justice Williams noted that those present were interested but needed leadership and support to become engaged. Mr. Holzer asked how we could establish communications with the state liaisons. Chief Justice Williams urged the establishment of an e-list for the state liaisons, all of the Lincoln Groups nationwide, and other affinity groups. [Mr. Holzer instructed the staff to follow up on this request.](#)

After-Action Advisory Committee Report—Education—Dr. Bigham said that 6 or 7 of the members asked to be added to the Education Committee. A major concern was that of the quality control of projects. Dr. Bigham indicated he had assured participants that the endorsement process, which was being revised today, would minimize problems relating to quality control.

After-Action Advisory Committee Report—Legacy—Judge Turner stated that Advisory Committee members agreed with the Legacy Projects and suggested incorporating bronzed plaques with Lincoln's words in the 250 languages designated for the Lincoln Translation project into the sculpture garden, thus making it international. Judge Turner will follow up with this suggestion to see how it might be applied.

After-Action Advisory Committee Report—Lincoln Sites—Judge Turner informed the Commissioners that the focus of discussion was narrow, but that a suggestion of including the Lincoln family heritage into the Lincoln Sites through a marker system was made. Mrs. Taper recommended that the website list these locations, and Mr. Holzer added that we have discussed creating a virtual Lincoln Trail. Judge Turner added that there was interest in expanding the committee.

After-Action Advisory Committee Report—Public Participation—Ms. Flinspach stated the Advisory Committee members in this group wanted to understand the boundaries of where projects are initiated and how they are funded. The major issue coming from this meeting was the outstanding need for follow-up communication. [Ms. Flinspach echoed Chief Justice Williams' request for staff follow-up. Dr. Bigham added](#)

that this would be another valuable use of a list-serv or newsgroup—to facilitate communications between Advisory Committee members and ALBC.

National History Day Presentation—Mr. Holzer asked Cathy Gorn to tell the Commissioners of the projects being undertaken by National History Day. Ms. Gorn distributed copies of the National History Day annual report while briefing the Commissioners about this organization. She also handed out copies of Sourcebooks created for teachers to use in promoting NHD to their students. [These materials will be on file in the ALBC office.](#) Mrs. Cellini expressed that it has been a privilege to be a judge for this organization. Dr. Bigham stated that one of his former students was a 5th grade teacher who had taken his/her students to the national competition and won. Chief Justice Williams asked how we could encourage the incorporation of Abraham Lincoln into the 2008-09 competition, which has the theme, “The Individual in History.” Ms. Gorn answered that NHD will create a section of that year’s teacher sourcebook exclusively on Abraham Lincoln in order to draw attention to him. They will also focus some of their summer teacher institutes on Lincoln. Ms. Gorn has submitted a proposal to the ALBC that was included in the Commissioners packets. Mr. Friedenwald-Fishman explained that if the Commission voted to support this project that we would collaborate on fund raising by opening doors for NHD, working with NHD on the timetable, etc. Ms. Gorn responded that NHD could not raise the money by itself, but by working with the ALBC, they would make every effort to do so. Mr. Holzer asked if there were other questions. There being none, he thanked Ms. Gorn for her presentation. Dr. Bigham raised the point that through the strategic plan we have already voted to endorse collaborations with NHD. [The ALBC staff and the NHD office will be working together to identify what segments of the NHD plan would be the most appropriate for the ALBC to fund.](#)

ALBC Endorsement Policy—Mr. Holzer brought the redrafted Endorsement Policy (Tab G in the packets) under discussion. Mr. Bishop asked Mrs. Rosenfeld to explain the new application form. Mrs. Rosenfeld indicated that the primary difference from the original form was a requirement for applicants to state how their project fit our mission. This is the criterion for evaluation. The second major change was to steer commercial applicants to another process. Mr. Friedenwald-Fishman suggested the addition of the option of partnering be added to the list included in bullet #2 under Ineligibility Requirements. Mr. Holzer asked that the word “Commercial” be changed to “For profit” for specificity. Chief Justice Williams moved that the form be adopted as amended. Dr. Bigham seconded the motion. It carried.

Kentucky Kick-off Progress Report—Mr. Holzer asked Ms. Flinspach to begin this report and she deferred to Judge Turner. Judge Turner outlined the activities planned to date: 1 hour program with remarks by the President of the United States, the Governor of Kentucky, and/or others. The program as drafted at this time will include poetry, music, jumbo trons to enhance viewing, coverage by local and regional media with C-SPAN as a national media outlet. The time of day will be from 1-2 p.m. and plans are underway to consider inclement weather. Mr. Bishop suggested that this date be placed

on President Bush's long-range calendar. [ALBC and legislative staffers will work together to accomplish this.](#)

NEW BUSINESS

Mr. Holzer acting on Mr. Bishop's suggestion moved the presentation of the teacher lesson plans up to start the New Business report.

Middle & High School Lesson Plans—Mr. Percoco and Ms. Ogden presented an overview of each of the lessons and provided a detailed written copy of one such lesson. [These documents were distributed to the Commissioners present and will be on file in the ALBC office.](#) Mr. Holzer called for discussion and/or questions after the presentation. Chief Justice Williams stated that the lesson plans needed to include Lincoln's assassination. Dr. Bigham said that these plans are the first steps and that they will grow and develop over time. Chief Justice Williams asked if these were the lesson plans that are to be placed on-line. This was confirmed. [Mr. Holzer asked if Dr. Bigham had reviewed the lesson plans, and he indicated that he had.](#) Mr. Holzer added that this is a project funded by the Gilder Lehrman Institute of American History and that this entity is also creating a teacher's box that will be presented to us at our next meeting. [Dr. Bigham noted that if the lesson plans are mounted on the GLI website then we should have a link to it and vice versa.](#)

Endorsements—Education Mr. Holzer asked Dr. Bigham to present some brief information on the first four requests ([items H, I, J, and K in the packets and on file at the ALBC office](#)), which all came from the Education Committee. Dr. Bigham did so. There being no discussion he moved that all four requests be approved for endorsement. Chief Justice Williams seconded the motion. It carried.

Endorsement—Lincoln Greenway—Mr. Holzer invited Mr. Mark Junge, our state liaison from Utah, to make a presentation on his project submitted for endorsement. Mr. Junge reviewed the proposal included in the packets, item L. [It will be placed on file in the ALBC office.](#) Mr. Holzer asked Mr. Junge to leave the meeting so that the Commissioners could discuss this project. After a brief discussion, Mr. Holzer suggested, with no objection from the Commissioners, that the request for endorsement be tabled seeking additional input from our legislative leaders, Senator Durbin and Congressman LaHood.

Endorsement—Save Our Sculpture: Saving Abraham Lincoln's Monumental Legacy—Mr. Holzer noted that this request was included in the packets as item M. [It will be placed on file in the ALBC office.](#) Ms. Flinspach requested confidentiality and noted that, as structured in this request, it was doubtful that Lincoln Financial Group Foundation could fund this because it should include a statue they owned and that would be a conflict of interest. Mrs. Taper stated that Mr. John Grisham, a conservator, had suggested that the national organization of conservators might adopt one statue as a project. [Ms. Flinspach will follow up with Mr. Grisham.](#) Judge Turner

moved that this project be endorsed and Dr. Bigham seconded the motion. Mr. Holzer called for the vote and the motion passed.

FUTURE MEETINGS

Mr. Holzer asked Mr. Bishop to update the Commissioners about future meetings. Mr. Bishop said the next meeting will be in Southern Indiana on April 30 and May 1st. Dr. Bigham added that the actual meeting will be held at the Lincoln Boyhood Home, a National Park. Mr. Holzer inquired about airport access, and Dr. Bigham indicated that LIBO was about equidistant from Evansville and Louisville. [Commissioners were encouraged to begin making travel arrangements.](#)

The Commissioners agreed to hold July 16-17 and July 23-24 open pending input on our legislative leaders' schedules. An extra day might be added to include visits to the Lincoln Shrine and/or the Huntington Library. After discussion Mr. Holzer advised us to leave October open for the possibility of a meeting in Chicago. [Mr. Bishop will check on the dates of the Lincoln Colloquium.](#) Mr. Holzer noted that this schedule meant we would have three consecutive meetings outside of Washington. Further discussion revealed that those present seemed to prefer not doing that—instead, to meet in Washington in the fall and next February, and to have the spring meeting in Chicago.

ADJOURNMENT

Mr. Holzer asked for a motion to adjourn at 1:44 pm. Chief Justice Williams so moved and Judge Turner seconded the motion.

Respectfully submitted,

Joan L. Flinspach
Secretary