

**Abraham Lincoln Bicentennial Commission**  
**Meeting #22, February 10, 2007, 4:00 p.m.**  
**Charter Room, 7<sup>th</sup> Floor, University Club of Chicago**  
**Chicago, Illinois**

ATTENDANCE

Present were Dr. Jean Bandler, Dr. Darrel Bigham, Mrs. Julie Cellini, Ms. Joan Flinspach, Mr. Harold Holzer, Dr. Jim Horton, the Hon. Jesse Jackson, Jr., the Hon. Ray LaHood, Mrs. Lura Lynn Ryan, Mrs. Louise Taper (by phone), the Hon. Tommy Turner, the Hon. Frank Williams, Ms. Eileen Mackevich, Executive Director, Mrs. Jennifer Rosenfeld, Program Director, Mr. David Early, Communications Director, Mr. Venkitaraman Suresh, Executive Assistant. Congressional staff included Ms. Diane Liesman and Mrs. Joan DeBoer from Congressman LaHood's office; and Mr. Andrew Wilson from Congressman Jackson's office. Guests included Ms. Phyllis Ellin from the National Park Service, Mr. Bob Willard, Mr. Brooks Davis, Mr. Bill Utter with Fleishman-Hillard, Ms. Kay Smith with the Illinois Bicentennial Commission, Mr. Mike Ramsey with Copley News Service, and Mr. Ted Cannon, a Lincoln Colleague.

WELCOME AND MINUTES

Mr. Holzer called the meeting to order at 4:15 p.m. The Commission went into Executive Session and resumed its regular business meeting at 4:35 p.m. Mr. Holzer welcomed our guests and then asked for approval of the November 29<sup>th</sup> 2006 minutes **attached**. Dr. Bigham noted a correction in the last paragraph of page 5. It should read, "Dr. Bigham asked about recognition of schools planning Lincoln Bicentennial events." With this correction Chief Justice Frank Williams moved that the minutes be approved and Mrs. Cellini seconded the motion. It carried. Mr. Holzer announced that Senator Durbin sends his regrets that he could not attend this meeting and that Dr. Boritt is ill and hospitalized.

EXECUTIVE DIRECTOR'S REPORT (**Attached**)

Ms. Mackevich reviewed her report, noting that all major programs have fallback positions. Mr. Holzer added that as a fallback position for the Feb. 12, 2009 gala, another option is the National Portrait Gallery which has been restored and reopened recently. As Ms. Mackevich commented on fundraising research on page 6 of her report, Ms. Flinspach added that among the companies having a direct link to Abraham Lincoln, both The Hartford Insurance Company and Tiffany and Company could be added. Dr. Horton stated that New York Life Insurance Company is a possible sponsor and Dr. Bigham said that the companies supporting the 150<sup>th</sup> celebration should be added to our list. Mr. Holzer requested that Ms. Mackevich advise the Commissioners regarding independent projects using the auspices of the Lincoln Bicentennial and raising funds for these projects without being specifically under the Lincoln Bicentennial umbrella. Ms. Mackevich urged the Commissioners to bring these projects to her attention so that the staff can work with them. Dr. Bigham referred Ms. Mackevich and the Commissioners to page 2 of the report and questioned whether discussion should take place regarding the size of the Executive Committee. Dr. Bandler suggested that this issue go back to the committee itself. By consensus, the Commissioners agreed. Mr. Holzer asked if there

were other questions regarding this report. There being none, he asked Ms. Mackevich to give the Financial Report.

#### FINANCIAL REPORT (attached)

Ms. Mackevich noted that the ALBC has a balance of \$814,000 available of which \$543,600 would cover the expense of staff salaries and benefits. With \$704,742 expected as total expenses and \$100,000 allocated for the website project that leaves us with a balance of approximately \$10,000, which is a slim margin. Congressman Jackson suggested that he and Congressman LaHood contact the Speaker of the House via a letter signed by both. Mr. Holzer advised that any forthcoming funds be set aside for contracted fundraising support. Dr. Horton urged that the letter express the ideals and goals of the Commission. Ms. Flinspach stated that after finding funds for contracted support, the next priority is our website. Judge Turner commented that there are funds which are earmarked for our activities but not yet in our budget and cited the Kentucky Kickoff as an example. **Mr. Holzer asked that the next financial report include a bar chart showing private support, so that we can examine the entire financial picture at once.**

#### WEB PRESENTATION

Mr. Holzer asked Mr. Early of the ALBC staff to introduce the website proposal presenter. Mr. Early introduced Mr. William Utter, Senior Vice President of Fleishman-Hillard Chicago **biography attached**. In a Power Point presentation, Mr. Utter shared the history of his company—its work with the Library of Congress, some of the awards it has won in website design and some of its objectives for us. He distributed a Proposal to Redesign the Abraham Lincoln Bicentennial Site by Fleishman-Hillard (**attached**) which was a slightly updated version of the one included in our Commission packets. Mr. Holzer asked Mr. Utter to assess the strengths and weaknesses of our site. Some of the weaknesses include the one-way nature of the site, its absence of interactivity and its lack of video. Congressman LaHood asked what was the ball park cost for Fleishman-Hillard to design and maintain our site for one year. Mr. Utter stated that it can be done for the \$100,000 we have available and that as more funds are raised, more bells and whistles can be added. Fleishman-Hillard can produce and launch our new website in two months provided we give quick approvals. Mr. Holzer confirmed that web mastering will be done at Fleishman-Hillard. Judge Turner asked who would host the site and Mr. Utter responded that it would depend on the amount of server space we needed. Noting that since we received 8 proposals, had two finalists, and one withdrew, Congressman LaHood made a motion that Fleishman-Hillard be our new webmaster creating and launching our new website. Congressman Jackson amended the motion to include giving Ms. Mackevich the authority to move this project along. Congressman Jackson seconded the motion and it carried. Judge Turner said that in Kentucky to handle the issue of advertising on the website, they use a .gov site that points to a .com site. Any advertising appears on the .com site only.

#### REPORTS—Public Programs

Mr. Holzer requested committee reports starting with the Public Programs Committee. Mrs. Cellini and Ms. Flinspach asked Judge Turner to supply the update on

the Kentucky Kickoff activities. Judge Turner distributed a news release with information about the 2007 Abraham Lincoln birthday celebration. He stated that we have a firm commitment from the National Park Service of \$175,000 and the Kentucky Committee has committed an additional \$50,000. This amount will be preceded by a letter to the Commission requiring the establishment of a 501(c)3 before the gift can be made. Judge Turner noted the need for a Kick-off Committee. Mr. Holzer appointed Judge Turner, Dr. Bigham, Ms. Flinspach and Mrs. Cellini. Mr. Holzer praised Judge Turner's work in raising the funds for the kickoff.

Ms. Flinspach reviewed one other change in the committee's activities—that of moving the Lincoln Memorial event to Memorial Day weekend in 2009. Mrs. Cellini stated that the Commissioners have had a chance to study the report **attached** and welcomed questions. There were none.

#### Communications (**attached**)

Mr. Holzer congratulated the Commissioners on the progress made today regarding the website. He spoke about the penny redesign, the commemorative coin and biographical documentary. Congressman LaHood and Mrs. Taper explained the status of the Rose Bowl theme. Congressman Jackson urged the Commissioners to consider having an Abraham Lincoln presenter toss the coin for the start of the football game. Mr. Holzer reported that the motion picture is delayed. C-SPAN will air tomorrow's round table led by Congressman Jackson and Dr. Horton on February 19<sup>th</sup>.

#### Education (**attached**)

Dr. Bigham gave this committee report, presenting a brief description of Tapped In—a web-based project w/ 20 participants from anywhere in the country meeting at once online and discussing a topic. All participants receive a printed copy of the discussion. Mrs. Rosenfeld announced that the Gilder Lehrman High School and Middle School lesson plans have been sent to the ALBC. Mrs. Rosenfeld has passed them on to our current webmaster for mounting on our website. Dr. Bigham said that the school celebrations and observances will begin in the fall of 2008. Dr. Bigham will redraft an outline of the Howard University conference to get it restarted. He brought a copy of the latest Organization of American Historians magazine to the meeting and shared it with the Commissioners. Mr. Holzer congratulated Chief Justice Williams, who guest edited this issue. Mr. Holzer recommended that in the next ALBC issue in 2008, our logo be used and asked Mr. Early see to it that the current issue be linked to our website.

Following the committee reports, Mr. Holzer invited the Commissioners to take a five-minute break.

#### OPEN DISCUSSION

Mr. Holzer reconvened the meeting and opened the floor for discussion of the ALBC plan and calendar (**attached**). He asked Ms. Mackevich what her goals were in having this discussion. She requested that we fully discuss the plan, and vote that we accept it. Chief Justice Williams questioned whether we had not already approved this through our vote in November. Once Mrs. Rosenfeld explained that this plan contained a great deal more detail than the outline presented in November, Chief Justice Williams moved that the Commissioners approve it. Congressman LaHood stated that this is our

blueprint and he seconded Chief Justice Williams' motion. Dr. Bigham indicated that new education plans had not been submitted to his committee for review and approval. (He also stated he did not know whether the Public Participation additions had been approved by the PPC.) He noted that he could support these additions only if the Education Committee had a chance to review and endorse them, and that the Education Committee had a meeting on March 13<sup>th</sup> in which that could be done. It was with that qualification that he supported approval of the new packages. Mr. Holzer inquired whether we could vote on this plan in concept, a position with which Chief Justice Williams disagreed. Mr. Holzer asked Ms. Mackevich what provision for alteration was available after voting on this plan. Ms. Mackevich requested that we vote to endorse the plan. The Commissioners did agree plans could be altered as circumstances and funding dictated.

#### ENDORSEMENTS

At Mr. Holzer's request, Mrs. Rosenfeld distributed an additional endorsement proposal that had been recommended by the Education Committee (**attached**), but was not available in time to include in the Commission packets. It was decided to submit this for a vote by email, so that the Commissioners would have time to read it. Chief Justice Williams moved that the proposals (**attached**) included in the packets be voted on as one. Mrs. Cellini seconded the motion. Mr. Holzer called for the vote and it passed. Ms. Flinspach requested that her abstention on items (j) and (l) be noted, but she supported endorsement of all the other projects. She abstained due to a conflict of interest.

#### FUTURE MEETINGS—(**attached form**)

Mr. Holzer raised the topic of future meetings. He shared that he could not attend the April meeting and Dr. Bigham noted that it will be difficult for him to attend it too. Congressman LaHood stated that these dates had been cleared through the Co-chairs and that there had been meetings he could not attend either. Mr. Holzer disagreed that the April meeting date had been announced. Congressman LaHood urged the Commissioners to have a meeting for the April date because we had an event to attend and support. It was decided by consensus to hold meetings on the dates on the attached form.

#### ADJOURNMENT

Congressman LaHood expressed his thanks to Dr. Horton for coming from Hawaii and to Congressman Jackson's for his attendance. Both will be leaders of the Round Table Discussion on African-American Perspectives at the Chicago History Museum tomorrow. Congressman LaHood congratulated Mr. Holzer on his February 9<sup>th</sup> appearance on C-SPAN's "Washington Journal." A guest, Mr. Canon, requested time to discuss a fundraising technique. Mr. Holzer referred him to Ms. Mackevich. Chief Justice Williams moved and Mrs. Taper seconded a motion for adjournment. It carried.

Respectfully submitted,

Joan L. Flinspach  
Secretary