

MAINE BICENTENNIAL COMMISSION

Meeting Notes

April 11, 2018

2 p.m., Maine State Library

PRESENT:

Senator Bill Diamond  
Sen. Jim Hamper  
Sen. Roger Katz  
Representative Jim Handy  
Secretary of State Matthew Dunlap  
Samantha Warren (for Jim Page, University of Maine System)  
Nina Fisher, Maine Community College System  
Angela Morin (for Dana Connors, Maine Chamber of Commerce)  
Heather Perry, Gorham Superintendent of Schools  
Alison Sucy, Maine Tourism Association  
Esther Anne, Wabanaki Reach  
Julie Richard, Maine Arts Commission  
Hayden Anderson, Maine Humanities Council  
James Ritter, Maine State Library  
Bernard Fishman, Maine State Museum  
Steve Bromage, Maine Historical Society  
Jason Libby, Maine Historic Preservation Commission  
Dave Cheever, Maine State Archives

ABSENT:

Governor Paul R. LePage  
Rep. David Haggan  
Rep. Patrick Corey  
Beth Gibbs, Thomas College  
Jim Mitchell, Mitchell Tardy Government Affairs

SUB-COMMITTEE MEMBERS PRESENT:

Meredith Strang Burgess, Burgess Marketing and Advertising  
Kristen Muszynski, Communications Director, Secretary of State's Office

GUESTS:

Maine State Treasurer Terry Hayes  
Charles Beck, Maine Public Vice President  
Corey Morrisey, Maine Public  
Peter Merrill, Maine Cultural Affairs Council (CAC) Chairman  
Rebecca Lazure, First Amendment Museum  
Maria Girouard, Wabanaki Reach

Chairman Bill Diamond called the meeting to order at 2:03.  
The Minutes from the January 29 meeting were accepted.

Bill Diamond spoke on the growing interest in the Bicentennial and why it is important for the Commission to retain a measure of control over the various ensuing initiatives to assure a high level of quality and outcome.

Each committee chairman was then asked to provide progress reports.

#### EVENTS:

Alison Sucy recounted the brainstorming conducted at the two committee meetings and forwarded to the Commission two recommendations.

1. That the Commission adopt three dates as signal to the commemorative effort.
  - a. July 26, 2019, the 200<sup>th</sup> anniversary of the vote for statehood
  - b. March 15, 2020, the 200<sup>th</sup> anniversary of formal statehood
  - c. Mid-October (Columbus Day weekend) as formal conclusion.
2. That legislation be submitted to grant a one-time holiday observance of Statehood Day; which, because March 15, 2020, is a Sunday, would have the holiday observed on March 16, 2020.

The Commission unanimously approved the dates, and authorized Sucy to proceed on the holiday proposal.

Sucy also presented a draft proposal for a means by which outside entities could be officially recognized or designated as being part of or sponsoring the bicentennial commemoration.

Bernard Fishman asked about how the process would be administered and who would have the authority to grant any approvals.

Samantha Warren asked whether those interested in undertaking Bicentennial projects or initiatives needed to forestall them until the Commission's formal launch in July of 2019.

Though recognizing the need for Commission control or influence, the general sense was that a formal vote could be deferred until the Commission's administrative mechanics could be better defined.

Next Committee meeting: May 3, 2018, Community College Headquarters

#### PROGRAM:

Jim Hamper presented three recommendations.

1. The Commission could hold a costume ball/gala on March 14, 2020, featuring the Governor, the Congressional delegation, the Commission, and the public.
2. That a movable pageant-like bicentennially themed exhibit could travel the state – York, Portland, Lewiston, Augusta, Bangor, and Presque Isle – sharing Maine's history.
3. The July 4, 2020 be the date of a statewide commemoration, with a major element of that commemoration in Augusta.

Nina Fisher questioned whether the Commission should propose a competing event on a day when many municipalities and others will be conducting existing annual events.

Kristen Muszynski asked whether the Commission should clarify the difference between the Program Committee and Events Committee responsibilities.

Julie Richard proposed that the committees be combined.

Nina Fisher concurred and the Commission then approved rolling the two committees into one.

Next Committee meeting: May 3, 2018, Community College Headquarters.

#### MARKETING and SOCIAL MEDIA:

Jim Handy offered five recommendations.

1. That the Commission adopt Maine 200.org as the URL for the Bicentennial Web site
2. That the Commission adopt the radiant star/Dirigo banner logo, now in use on the Bicentennial license plate, as the official logo
3. That the Maine Bicentennial logo be barred from use for commercial purposes by entities outside the Commission
4. That the Commission refrain from allowing sponsor naming rights to Maine Bicentennial events
5. That the Bicentennial Commission commit to using Maine-sourced and Maine-based products and services as means to promote and focus on Maine businesses and talent.

Meredith Burgess spoke to the need for clear branding for the Bicentennial, employing a Content Managing System for a functional Web site, and adopting a logo and tag line. She said that a Farmington-based Web developer is donating time and talent to build the Web site using the Maine 200.org URL.

She said that the radiant star/Dirigo banner on a blue field logo proved challenging to work with. She then offered a variety of tag lines and logo possibilities for Commission review and feedback.

Several members spoke to the fact that a logo approved by the Governor has been in use and is featured on the commemorative license plate, so that incorporating the star element – while not imperative – would allow for a sustained identity.

Jim Handy offered to consider the options at the next Committee meeting.

In that the Committee recommendations were presented as a package, a Commission vote was deferred to at least the June 14 meeting.

Next Committee meeting: April 23, 2018, 1 pm., State Library

## EDUCATION:

Heather Perry presented the Committee's matrix approach to addressing an education initiative in the Bicentennial. The aim is to have it retain lasting impact and value.

The matrix contains four themes:

1. Maine's role as a leader in the nation and beyond
2. Business in Maine
3. Living in Maine
4. Maine character

Within each of those themes, the Committee proposes three parts; History; Civics, Value, and Culture; and Future.

Each part of each theme would be tailored for the K-12 student, the University-level student, and the Community at large. And driving each element would be the common question:

What do people need to know about Maine?

She said that the objective is to be clear on the expected outcomes, and to employ the matrix as a means to interact with and encourage state leaders.

Next Committee meeting: May 16, 2018, at 4 p.n., UMA

## FINANCE:

Bill Diamond, speaking on behalf of Dana Connors, expressed optimism that the short-term goal of raising a start-up \$50,000 appears attainable, based on conversations that he and Connors have had.

Jim Hamper offered that the prospects are less encouraging for legislation pending in this session authorizing a \$75,000 Bicentennial appropriation; although he also reported that the Governor did not say that he would veto the bill.

Terry Hayes buttressed that inference in describing her overture to the Governor for appointment to the Commission, only to be told that he would not appoint anyone because the Legislature had failed to provide funding.

Bill Diamond asked for Commission input on what the larger and longer-term financial goal might be. Julie Richard offered that the Cultural Affairs Council had earlier arrived at a \$3 million figure - \$1 million for events, and \$2 million for program/project grants.

The Commission discussed the use and pursuit of sponsorships as a means to raise funds. Meredith Burgess encouraged that the Commission evoke a professional identification and a brand that would be protected and promoted.

Kristen Muszynski recommended that a vision statement be developed that the Commission could use for such functions as fundraising and recruitment.

Dave Cheever said that an earlier Bicentennial organizing effort had prepared one that could be shared and modified as needed.

Bill Diamond asked that the members and guests think about recruiting corporations, organizations, and individuals to help with the Bicentennial, and broached the possibility of collaborating with the State of Missouri, where he and Matt Dunlap have contacts at the state and federal levels. Dave Cheever said that Missouri's State Archivist, John Dougan, recently asked the same question as Missouri begins to ramp up its preparations for the 2021 bicentennial there.

No date for the next Finance Committee meeting was mentioned.

The Commission meeting adjourned at 3:29 pm.

Respectfully submitted,  
Dave Cheever, acting-Secretary

Next Commission meeting: June 14, 2018, 2 p.m., Maine State Library