

MAINE BICENTENNIAL COMMISSION

Meeting Notes

August 30, 2018

2 p.m., Maine State Library

PRESENT:

Senator Bill Diamond  
Representative Jim Handy  
Rep. Mark Bryant  
Dana Connors, Maine Chamber of Commerce  
Heather Perry, Gorham Superintendent of Schools  
Alison Sucey, Maine Tourism Association  
Peter Merrill, Maine Cultural Affairs Council (CAC) Chairman  
Hayden Anderson, Maine Humanities Council  
Jim Mitchell, Mitchell Tardy Government Affairs  
Julie Richard, Maine Arts Commission James Ritter, Maine State Library  
Bernard Fishman, Maine State Museum  
Jim Page, University of Maine System Chancellor  
Steve Bromage, Maine Historical Society  
Bill Thompkins  
Jason Libby, Maine Historic Preservation Commission  
Kristen Muszynski, Communications Director, Secretary of State's Office  
Meredith Strang Burgess, Burgess Advertising  
Dave Cheever, Maine State Archives

ABSENT:

Governor Paul R. LePage  
Secretary of State Matthew Dunlap  
Rep. David Haggan  
Rep. Patrick Corey  
Sen. Jim Hamper  
Sen. Roger Katz  
Beth Gibbs, Thomas College  
Samantha Warren, University of Maine System  
Nina Fisher, Maine Community College System

GUESTS:

David Rollins, Mayor of Augusta  
Mark Vogelzang and Cory Morrissey, Maine Public

Vice Chairman Dave Cheever called the meeting to order at 2:06.

Following introductions, Cheever asked Maine Public's president, Mark Vogelzang, to present the company's Bicentennial plans. Vogelzang said that the Maine Public media platforms will begin focusing on the Bicentennial with one idea of having Maine residents express what it means to them to be

Mainers. The company also intends to use its “Maine Calling” show to explore and highlight Bicentennial themes and stories. The “Community Films’ division will place an accent on works about Maine and by Maine producers. One goal, he said, is to have a substantial documentary on Maine history to be aired as part of the commemoration. The radio, television and social media arms will also highlight Maine historical items tied directly to the Bicentennial.

Augusta Mayor David Rollins offered story possibilities to Vogelzang.

Maine Public’s presentation led into the report by Education Committee chair Heath Perry.

**EDUCATION COMMITTEE:** Perry revisited the Committee’s matrix to the Commission Maine’s role as a leader, the phenomenon of living in Maine, of doing business or working in Maine, and the exploration and exposition of Maine character.

Perry reiterated that the Committee intends to become a guide for content, project, and program creators, using the Bicentennial framework. (The Committee’s matrix is available on Google docs.)

**PROGRAM COMMITTEE:** Chairwoman Alison Sucy reported that plans remain in the formative stage regarding the three specific Commission-run events on the 2019-2020 calendar – the kick-off, Statehood Day, and finale.

She asked Jason Libby to speak about the only program that, to date, will be run by the Commission. Libby explained what his sub-committee intends to do to produce a Maine Bicentennial time capsule, including who will contribute to it, who will make it, and the rough idea of where it will be housed for further use in 2045, 2070, 2120, and beyond. He said that one feature of the time capsule would be the recruitment of Capsule Keepers, a group comprised of Maine natives born on March 15, Statehood Day. The first Keepers will be from the birth year of 2000.

The Commission voted its support for the time capsule program.

Treasurer Peter Merrill re-visited the Cultural Affairs Council proposal for an enhanced menu of cultural agency activities in conjunction with the Bicentennial. Merrill asserted that the agencies are experienced in delivering programs in their respective disciplines, and that those programs would benefit from additional funding. The CAC intends to seek legislative help for a General Fund appropriation and may pursue a bond issue in addition to any private fundraising. Merrill said that the original \$2 million estimate remains accurate for what the CAC agencies propose to do.

The Commission endorsed the CAC proposal.

**MARKETING/SOCIAL MEDIA COMMITTEE:** The Marketing Packet that has been identified as key to the fundraising efforts is at the printers in Lewiston. Committee chairman Jim Handy will be delivering the materials upon their completion.

Handy asked Meredith Burgess to present the latest work on the Bicentennial website. She passed out copies of the sequential screens that users will see when visiting the site. The screens (sliders) are currently proposed to lead toward fundraising, but will be amended as programs and events arise. Burgess walked the commissioners through the pages and explained the thinking behind them.

Kristen Muszynski reported that the merchandising initiative appears limited to a single Maine-based provider, and progress on that front is limited by the amount of available funding.

FINANCE COMMITTEE: Chairman Dana Connors thanked the Marketing Committee for its work in preparing the hand-out packet that his committee needs to approach prospective supporters. He reiterated the importance of having something to present to individuals, corporations, and other funding sources when asking for five- and six-figure sums to support Bicentennial programs and events. He said that he remains confident in having the fundraising efforts identified by the previously identified economic sectors such as banking, construction, technology, and health care. He added that recruiting ambassadors and Commission representatives to work within the sectors will be easier to accomplish with the marketing packets available.

Among the efforts undertaken since the June 14 meeting, the Commission's paperwork has been filed for non-profit corporation status, and is under way for receiving 501C(3) designation with the Internal Revenue Service. The bank account is set up with Bangor Savings for Maine 200, and that account will receive the State appropriation after the Legislature adjourns its current session. The Commission added to the list of accomplishments in voting to adopt the By-Laws to govern corporate behavior.

The meeting adjourned at 3:40 pm without scheduling the next meeting date.

Respectfully submitted,  
Dave Cheever, Secretary