

Arizona America250 Commission

In person and virtually via Zoom

Meeting Minutes of August 5, 2024

1. Call to Order and Roll Call of Members

Chair Fontes called the meeting to order at 1:01pm. Due to technical challenges with Zoom, the meeting recessed at 1:25pm and was called back to order at 1:28pm. The meeting recessed again at 1:59pm and was called back to order at 2:03pm.

Commission Members Present:

Adrian Fontes
Jay McCall
Paul Tighe
Anna Needham
Marcus Carney
Sarah Webber
Ashley Harder
Neil Giuliano
Verlon Jose

Commission Members Absent:

Senate Member (TBD)
House Member (TBD)

2. **MOTION** Mr. Tighe motioned to approve the minute from the July 22, 2024 meeting. Mr. McCall seconded. The motion was carried unanimously by a voice vote.

3. Creation of Subcommittees

Executive Director Terech presented suggested guidelines for establishing subcommittee structure and roles, defining goals and scope, and communicating with the Commission. Ms. Webber asked how Commission subcommittee chairs will be appointed and the group agreed to discuss further if any issues arose. Mr. McCall suggested we include representation from a variety of communities. Mr. McCall suggested planning a booth for the State Fair and asked if the Governor has additional funds to support the Arizona America250 Commission. The Commission will plan on asking for a legislative appropriation.

MOTION Ms. Webber motioned to accept the suggested subcommittee guidelines. Mr. Carney seconded. The motion was carried unanimously with no objection.

Commission members reviewed suggestions for subcommittees and indicated interest in specialized areas. Mr. McCall suggested adding a committee for religious outreach and Pima County. Discussion around including religious organizations as a part of either the Civic Engagement or Fundraising & Partnerships subcommittees.

Executive Director Terech will meet with all Commission members between now and the next meeting on August 19th to determine additional areas of interest, scheduling, and agency capacity (if applicable) for staffing.

- Arts, Museums & Cultural Institutions: *Anna Needham - Chair, Ashley Harder, Verlon Jose*
- Civic Engagement, Education & Community Service: *Paul Tighe - Chair, Neil Giuliano*
- Commemorations, Celebrations & Events: *Marcus Carney - Chair, Neil Giuliano, Secretary Adrian Fontes*
- Fundraising & Partnerships: *Neil Giuliano- Chair, Ashley Harder*
- History, Historic Preservation & Heritage: *Ashley Harder - Chair, Secretary Adrian Fontes, Verlon Jose*
- Military & Veterans Affairs: *Secretary Adrian Fontes - Chair*
- Municipal Outreach & Tribal Affairs: *Verlon Jose - Chair, Anna Needham*
- Parks, Recreation, Nature & Wildlife: *Sarah Webber - Chair*
- Public Awareness: Marketing, Social Media & Website: *Anna Needham, Marcus Carney: Co-Chairs*
- Travel & Tourism: *Marcus Carney - Chair, Sarah Webber, Secretary Adrian Fontes*

4. Branding AZ America250

Executive Director Terech informed the Commission that the sublicense contract has been signed and sent to A250. The social handles will be @America250AZ and the website address will be www.america250AZ.org. The Secretary's Office IT department will create a landing page for the logo contest, but in terms of functionality and staff capacity, the Commission may decide to outsource the website. However, this would be dependent on future funding.

Staff update on a logo contest using Maricopa County's "I Voted" sticker contest as a model. A contest will be launched to accept submissions, select a top ten, and vote on an overall winner. Target date is mid-October. Based on discussion, AI-generated images will not be permitted. Full or part-time Arizona residents can submit designs. Members of Tribal communities whose geographic areas cross state lines will also be able to submit designs.

The Commission looked at branding from other state logos and reviewed mission, vision, and values statements from Commissions across the country to assist with the logo contest and overall branding. Commission members will submit suggested statements to the Executive Director by Friday, August 9th, for review and possible action at the next meeting.

5. Update on AZ America250 funding mechanism

Staff met with representatives from the Museum Association of Arizona to determine possible capacity for serving as a fiduciary pass-through for tax deductible donations to support Arizona America250 planning and events. The most viable option appears to be setting up an independent 501c3 for the work of the Commission. Chair Fontes asked if any of the Commissioners objected to setting up the 501c3 in house. There were no objections. Staff will continue to investigate next steps for this process.

6. Arizona sites for America's Field Trip destinations

Commission reviewed a list of possible Arizona sites. Based on conversations with national A250, an Arizona site will likely not be in contention until the 25-26 school year. Given A250's existing relationship with the National Parks, it seems likely that the Grand Canyon would be the top option for Arizona. The Commission will continue to compile a list of Arizona sites for other uses.

7. Open discussion of possible future agenda items

For the August 19th meeting, there will be a presentation from Libraries regarding the Bicentennial/Centennial celebrations as well as discussion on adopting mission, vision, and values statements.

8. Call to the Public

Caitlin Dichter, representing the Museum Association of Arizona (MAA), offered the Commission the MAA's support to facilitate future subcommittee meetings. The MAA has resources throughout the State and is willing and able to provide this type of support going forward.

Sarah Ziker, President of the Arizona State Society of the Daughters of the American Revolution (DAR), updated the Commission on the DAR's status as a nonpartisan service

organization. The DAR is in the final steps of the process of putting a historical marker in Wesley Bolin Plaza as well as in Pima County. They have distributed over 2,000 flags and flag certificates in Arizona and are also willing partners to the Commission as we head into the America250 celebrations. They are also working on collecting 250 Veterans stories for a Veterans history project.

Rob Fullmer, Executive Director of Arizona Craft Brewers Guild, spoke to the Commission about the Guild's desire to pledge its support to the Commission's mission.

Berlin Loa, President of the MAA, thanked the Commission for facilitating communication between the Commission and public museums. She stated that museums are a great resource, as they are located in many diverse communities all over Arizona. The MAA can be a support to help push out programming across the state. Ms. Loa also suggested university internships as a way to involve young people in the efforts of Arizona America250.

Mr. McCall asked to speak as well and informed the Commission that he will be contacting all Rotary, Lions, Kiwanis and other such fraternal organizations south of the Gila River in Pima County to encourage their participation and support in the Arizona America250 events and celebrations.

9. Adjournment

Chair Fontes adjourned the meeting at 2:16pm.