

**Arizona America250 Commission**

In person and virtually via Zoom

**Meeting Minutes of September 30, 2024**

**I. Call to order and roll call**

Chair Fontes called the meeting to order at 1:03pm.

**Commission Members Present:**

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

**Commission Members Absent:**

Senate Member (TBD)	House Member (TBD)	Verlon Jose
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**II. Discussion and possible action on meeting minutes for September 3, 2024.**

The 9/3 draft minutes were accepted unanimously with no changes.

**III. Presentation from artist Steven Ladd on the A250 Scrollathon national project.**

Steven Ladd presented an overview of an A250 art project called Scrollathon and their partnership with the Kennedy Center as well as the Phoenix Art Museum. Shared options for additional programming days in Arizona with a specific focus on Tribal communities. Tiered options for a varying number of participations are available at \$50,000, \$150,000, and \$250,000. The Commission will discuss and take possible action at the next meeting.

**IV. Presentation from Precision Strategies on Our American Story from national A250.**

Kicking off on July 4, 2025, Our American Story is a national effort to compile an oral history from all 50 states and six territories through a year-long road tour, at local recording booths, or via a mobile app. The story collection will be available to the public through media partners. It will also be preserved indefinitely at the Library of Congress. Our American Story is looking for partnership with state commissions to co-brand, co-promote, share stories, and help identify tour stops. They are also looking to partner with

existing oral history efforts in each state. The nomination submission portal is now open at <https://america250.org/nominate/>

## **V. Old Business**

### **a. Update on 501c3**

The Secretary of State's Chief Financial Officer Greg Ensell joined to share information about partnering with either Vitalyst or Arizona Community Foundation to act as a non-profit sponsor. Mr. Ensell recommended a partnership with Vitalyst due to their ability to support the possible needs of the Commission, which would include the flexibility to hire employees, dedicate money to operational expenses, and provide tax documents. The proposal with Vitalyst outlines a 7% admin fee for the first \$1 million raised, which decreases by half a percent per million dollars raised. The fee would plateau at 3.5%. Clarified that the Commission would sign the contract as opposed to the Secretary of State's Office. The Commissioners will review the Vitalyst contract in preparation for discussion and possible action at the next meeting. Mr. Giuliano suggested giving Vitalyst a level of sponsorship in return for a possible reduction in fees.

Mr. Ensell and Executive Director Terech are also scheduled to meet with two professional nonprofit fundraisers to bring additional details back to the Commission.

### **b. Discussion and possible action on logo contest.**

Commissioner discussion on extending the deadline for the logo contest.

**MOTION AS AMENDED.** The logo contest and all subsequent dates related to deadlines will be extended by one month, adopted unanimously. Mr. Giuliano motioned, and Mr. Tighe seconded.

## **VI. Commissioner discussion and possible action on subcommittee membership, meeting dates, and project communication.**

The Civic Engagement subcommittee is scheduled for October 24<sup>th</sup> and the Military & Veterans affairs subcommittee will take place in December. ED Terech and Mr. Giuliano are working on developing sponsorship packages for fundraising efforts, and ED Terech and Travel & Tourism co-chair Mr. Carney met with the app development company Bandwango to discuss the America250 AZ Passport.

ED Terech is able to meet with potential subcommittee members to share additional details about the project and the scope of work after Commissioners reach out to invite their participation.

## **VII. Discussion and possible action on next steps for the following projects:**

### a. Tentpole initiatives

#### i. Two Lights for Tomorrow sample run of show

A sample run of show was distributed and the Commission discussed possible corporate sponsorship from APS and SRP to kick off the Semiquincentennial events. The Commemorations, Celebrations & Events subcommittee will work on next steps and the sample plan will be shared with the Governor's office.

#### ii. Traveling Museum

Legislative Council has granted tentative permission for the bell to travel dependent on logistics. The next steps will be working with museums to develop the exhibition, contacting UHaul, Triple AAA, Sundt, State Farm, and other potential corporate sponsors.

#### iii. Arizona America250 passport

The Commission will consider an internship or fellowship to assist with this project, possibly students in the field of Communications & Marketing as well as Tourism & Hospitality as content management will be an important aspect of the app. Bandwango or platform host can also assist. The Commission will explore possible partnerships with Phoenix New Times and Arizona Highways to spotlight the app and travel destinations. Bandwango's cost is estimated at approximately \$1300-\$1500 per month, though that could change depending on the specific parameters of the project.

ED Terech met with Mother Road Brewing to discuss Cheers250 and they inquired about an exclusive partnership. The Commission discussed the idea of logo licensing across multiple breweries. The Commission would like to have further discussion about a policy for logo use. Legal counsel will draft a sample for the next meeting.

#### iv. Service250

Due to the extensive documentation involved in bestowing the President's Volunteer Service Award, this would be something the Civic Engagement subcommittee would need to take on specifically. Dawn Wallace from the Flinn Foundation is interested in joining and could possibly assist with these efforts.

v. Saguaros250

The Chandler Museum is interested in a saguaro sculpture and a city contact in Goodyear has provided information for a possible fabricator.

b. July 4th Concert at Gammage

Ms. Needham will send a letter to Gammage to inquire about possible dates and availability. Mr. Giuliano can assist if needed and they will provide an update at the next meeting.

c. Scrollathon

The Commission will explore the Phoenix Art Museum's Scrollathon and determine possible partnership opportunities to adopt their program as an official America250 AZ event.

d. Educational, Military & Veterans outreach

The Military and Veterans subcommittee will be meeting in December.

e. Commemorating America250 in Arizona

The Commission will work to feature a variety of locations in the passport app that invite reflection on triumphs and challenges alike, such as the Japanese internment camps.

f. Grant program

The primary focus of the Commission at this stage will be fundraising for the tentpole projects.

g. Western States Panel Exhibition

Printed panels from Alaska, Kansas, Idaho, Colorado, and Utah will likely be a part of the traveling museum.

h. Department of History and Heritage.

As a legacy project, the Commission might consider creating a Department of History and Heritage for the state of Arizona. A more robust discussion will likely be possible after the House and Senate members have been appointed to the Commission.

**VIII. Public Comment.**

Caitlin Dichter with MAA and DAR suggested a curatorial theme for any possible Scrollathon projects. Also suggested that the traveling museum could be paired with an event at a local museum to increase community engagement.

Neil Giuliano suggested an event at the 4 Corners with other Western states.

**IX. Adjournment.**

Chair Fontes adjourned the meeting at 2:44pm.

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