

Minutes of the Montana 250th Commission Meeting

April 25, 2024

11:30 A.M. to 4:00 P.M., DEQ, The Metcalf Building, Room 45

**ZOOM:** [https://mt-gov.zoom.us/rec/share/IITf9SkQIGbsbv5ED28mM1mCflIp9vIS-oXCTE6sKJrBCvqrMwg3F\\_hpVmYWJEhM.Qbh-9ZYHXe-lcbJp](https://mt-gov.zoom.us/rec/share/IITf9SkQIGbsbv5ED28mM1mCflIp9vIS-oXCTE6sKJrBCvqrMwg3F_hpVmYWJEhM.Qbh-9ZYHXe-lcbJp) [mt-gov.zoom.us]

(Access Password: FAh!4p\*H)

**WELCOME**

- I. Roll Call:
  - **Attending Commissioners:** Marietta Croft, Jane Hamman, Molly Kruckenberg, Shannon O'Brien, Molly Stockdale, Chris Averill, Mike Jetty, Hal Stearns and Emily Arendt
  - **Staff:** Laura Marsh, Devon Malizia
  - **Not Present:** Rep. Linda Reksten, Deena Mansour
- II. Adoption of Agenda – Moved to accept
- III. Chair's Report: Addition of agenda item to follow Up with Chris Lloyd
- IV. Review and approval of minutes from 1.11.2024 meeting
  - Minutes approved

**COMMUNICATION COMMITTEE UPDATE**

- I. Branding Report
  - Devon M. gave an update on new logo, website
  - Color Pallet based on colors in the Montana Flag
    - Molly K. suggested to use more than just mountain scenes in imagery to represent more geographic locations across the state, or to use a carousel of images
    - Molly S. asked to include tribal nations flag colors in the color scheme
    - Jane asked to change the font to be more readable. Chris noted that the font will change to mimic the font of Visit Billings website
    - Mike asked to include a picture of the state capital with the tribal flags, state flag, us flag, etc.
- II. Communication Document
  - Mike J. to send translations of Everything is Connected
  - Chris A. explained what the document is and how it will be used across the state of Montana
  - Mike J. suggested that there is an added sidebar to the "Reading of the Declaration" events that state that the Declaration is biased and inaccurate portrayal on natives re: grievances against King George, and was used to dehumanize Native Americans
  - Molly K. added that the event could be changed to an open discussion
  - Agenda changed to disregard motion to adopt communications plan as it is a working document

### III. Social Media Update

- Facebook page is established, first post was up on 4/19
- Instagram account – Devon M. will continue to try to establish Instagram account but will ask new IT person to help if it continues to be a problem
- Molly K. suggested to reuse content used my MTHS social media page
- Emily A. suggested trying to find a social media intern to maintain MT 250 social media pages
- Hal S. suggested to get in touch with other state commissions to see how they handle social media hurdles (Instagram)
- Molly K. also suggested to cross list posts and Laura M volunteered to take on cross posting; Devon to talk with Eve about potential to create ancillary page

### IV. Events

- Governors Conference:
  - Laura M. gave an update on the 2024 Governors Conference and the representation of MT 250, conversations about commissions, etc. Most people did not know that MT 250 even existed, so it is beneficial to go to state-wide conferences.
  - Hal S. suggested that we have our conferences tied-in to existing conferences
  - Chris A. added that we will have our own table at conference next year
  - Molly S. suggested having a talk on heritage tourism at the conference which was widely echoed with support from the commission
- MTHS History Conference
  - MT 250 will be participating in a 250 roundtable in Great Falls in September
  - Molly S and Molly K will moderate talk
  - Hal S. suggested having a MT 250 meeting then
  - 9/27 is American Indian Heritage Day in Montana – could potentially create an event around this
  - Chris A. asked if we could use grant agreement money for MT 250's tickets to event – Devon M. to look into this
  - Molly K. suggested having the meeting on Thursday 9/26 meeting and to find rooms, arrangements to have the meeting
  - Shannon O. added that if staffing is an issue, we could request to leg counsel to see if 1 or 2 legislative staffers could travel to be part of this since legislation is tied to this.
  - Jane H. asked for a van from Helena to the event
  - Laura M. suggested also having a table at the event
- Additional Meetings/Events:
  - MTHS Board of Trustees Meeting in July 2024
  - State Library Commission
  - MACO Commission
  - Montana Advisory Council for Indian Education
  - League of Cities and Towns

- MAM Conference in March (Molly K. suggested repurposing MTHS history conference roundtable for this)
- Board of Public Education – Chris to speak to them in May at their conference in Great Falls
- AASLH Annual Meeting:
  - 2025 event will be in Cincinnati, Ohio (September)
- MFPE Conference:
  - Shannon O., Mike J. and Marietta C. to be there
  - Devon M. to submit session proposal in coordination with Chris. (Shannon O, Mike J. and Marietta C. to co-present)

### Programming Committee Presentation

- Molly S. presented on themes, including:
  - Our Ongoing American Experiment:
    - *Civics Under the Big Sky* – org works with young Montanans find their voice in democracy; Democracy Scavenger Hunt is a fun way to engage young kids before they can vote
    - *Humanities Montana* has a project called the *Democracy Project*, which is a student-led, non-partisan program. They are working across the state already, and have resources behind them. Opp to cobrand existing programs.
    - *National Civics Test*: MT 250 would create a Civics Diploma Seal once they pass their civics course with a certain grade, and provide this across the state to high schoolers. MT 250 could follow [Virginia's program](#).
  - Doing History
    - *National History Day*: Take lead from Melissa Hibbard for 2026 opps. Laura Marsh to reach out to her about themes and to put her in touch with Melissa.
    - *Their Story*: Folks record their individual American story. This would be a collection of stories across the state. Montana History Portal could potentially be a place where we could store recordings and are searchable on the history portal. Molly K. suggested reaching out to Rich Arstaad about this.
  - Power of Place
    - *Burma Shave Sign Project*: 1000-2000 signs will be made across the state by CTA, and between 24-40 school creating the signs.
      - Dwayne Kaylei from MTD has approved this project across state and counties roads, but MT 250 must follow standard procedures for installment (setback, etc.)
      - Will need to figure out in-kind gifts/charitable contributions for involved companies
      - Fall 2024 outreach to teachers, and Spring 2025 installment
      - Potential to have students create their own slogans, such as:
        - “Study History, Ain’t it Nifty? America is 250”
    - *Rewriting Highway Signs*: Potential to partner with state parks, Montana Arts Council

- *Historical Tour Playbook* – MT 250 Themed playbook, collab with Foundation for Montana History for curated, self-guided tours in small communities.
    - *Place-Based Approaches to Researching Indigenous Montana Histories*: Working with OPI for an inclusive approach to telling notable stories. (Curriculum, or expanded tours)
  - *America's Field Trip*:
    - Could put together additional events for A250 that are Montana-centric
    - Still need to evaluate Montana entries for a MT 250 contest (drawn from national event) for gift, trip, letter, etc.
  - *Community Re-grants*:
    - Platform exists for re-grants which MT 250 can utilize
    - Idea surrounds creating pot of money for all communities to get involved.
  - *Signature Event*:
    - Creating pop-up panel exhibit that could travel all over state. Several sets would need to be created. MTHS has software to automate the reservation/shipping process.
    - Molly K. suggested this event should be at the Capitol building.
    - Molly S. suggested the Arlee pow-wow.
    - Emily suggested to use the date that they started drafting the Declaration, as a kick-off season to celebrate Independence Day.
    - Chris suggested the lawn of the Capital.
    - Molly K. suggested including the Governors office.
    - Jane suggested that the Symphony could create special musical piece.
    - Molly K suggested a June 2026 event in collab with new Heritage Center as a multi-day Montana heritage events.
    - Molly S. suggested that MT 250 also unveil a public art project
    - Chris suggested a road tour
    - Hal suggested an event at the Griz/Cat game half time
    - Shannon suggested working with student leaders at half time event. (There is a summer convention) to get on their agenda. Chris to ask McCall Flynn at Board of Public Education Meeting to get on their agenda at the summer convention.
- Committee to create a proposal for programs they have decided to support and will present at next meeting, along with financial asks.
- Everything is Connected theme will be signature event, and the pop up banners. Every other theme will have two recommendations.
- Hal Stearns suggested creating a promo video of ideas to send to teachers for students to choose options.

### **Fundraising Committee Presentation**

- Emily Arendt and Shannon O'Brien are co-chairs, but every person on the commission is on the fundraising committee, and this is a group effort.
- Shannon O. and Emily A. gave an overview on campaigns basics, including quiet and public phases, prospecting and associated events to recognition and stewardship.

- Emily Arendt used the case for support document and the communications document to create “the what” in the case for support.
- Emily Arendt asked the group what the financial goal actually is, which will have to be fine tuned by the programming committee
- Each Arendt commission member will need to tap into their relationships to see who might become an “investor’ in MT 250.
- The fundraising committee has also asked each commission member to donate financially to MT 250.
- Emily Arendt gave an overview of the draft version of the Case for Support.
- Booklet template would be an ideal way to format this document and share as a pdf
- Commission to claim relationships on [Prospecting List](#)
- Jane Hamman asked about a list of foundations – Devon and Molly to work on this internally to see which would be a good fit for MT 250
- Molly Kruckenberg suggested having a fellow commission member (or relationship owner) go together to the meeting when asking for money
- Chris Averill suggested including a FAQ document, which would be an internal document (and not included in the Case for Support)
- Commission took part in a role-playing prospecting exercise
- Chris A. suggested having MT 250 thank you cards.
- Fundraising committee would need to work on a timeline (in coordination with programming) for mailers/public phase
- Commission voted not to purchase books nor timelines from Montana Chronicles (Chris Lloyd’s company); Chris A. to follow up with Chris Lloyd via email. – MOTION
- Jane H. to find out information on book dispersal through Dolly Parton Foundation and the Susan Gianforte Foundation

#### **SUMMER MEETING & ONGOING LOGISTICS**

- A. July meeting will now be in June
- B. Meeting location, date and time of June meeting TBD (likely week of June 17 in Missoula)
- C. Request for agenda items to Molly K. by May 17.
- D. Industry Partner Day conversation to be postponed to next meeting (June)

#### **COMMENTS**

No public comments.

Motion to adjourn by Molly K., seconded by Emily A.

#### **NEXT MEETING:**

**June 2024** Exact time and date to be determined poll.

**Missoula, Montana** Devon M. to follow up with location.