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COUNTY SESQUICENTENNIAL COMMISSION

HANDBOOK

IOWA SESQUICENTENNIAL COMMISSION

200 East Grand Avenue
Des Moines, Iowa 50309
Telephone: 515 242-4955
Fax: 515 242-4859
Toll free: 1-800-IOWA150

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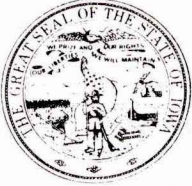
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OFFICE OF THE GOVERNOR

STATE CAPITOL
DES MOINES, IOWA 50319
515 281-5211

TERRY E. BRANSTAD
GOVERNOR

Dear Friend:

Our plans to celebrate and commemorate Iowa's 150 years of statehood have begun!

The Iowa Sesquicentennial Commission, chaired by Governor Ray, is a dynamic, bi-partisan group of men and women from all across the state. It has been formed to administer and direct the ideas and hopes for this grand sesquicentennial celebration. Our next step -- the one most vital -- will be the formation of County Sesquicentennial Commissions in every county in our state. The State and County Sesquicentennial Commissions will form a partnership to reach each and every Iowan, both within the state and from all corners of the globe.

Through sesquicentennial activities and programs, Iowans will be provided with an opportunity to celebrate our rich history and heritage. We also hope to use this celebration to build for Iowa's promising future. This effort will truly cut across all diversities and create an atmosphere that will allow every Iowan to enjoy and gain from this commemoration of our history.

I welcome you to these early stages of our celebratory planning process and look forward to working with you, and others like you, as we move toward 1996.

Sincerely,

A handwritten signature in black ink that reads "Terry E. Branstad". The signature is stylized with a large, sweeping "T" and a cursive "Branstad".

Terry E. Branstad
Governor of Iowa

SESQUICENTENNIAL IOWA

1846 ★ 1996

COMMISSION

Chair

The Honorable Robert D. Ray
Des Moines

Co-Chair

C. J. Niles
Carroll

C. Joseph Coleman
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David Crosson
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Frank J. Delaney III
Burlington

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Iowa City

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Rose Vasquez
Des Moines

Donald W. Wanatee, Sr.
Tama

Peggy Whitworth
Cedar Rapids

Junean G. Witham
Cedar Falls

J. Scott Raecker
Executive Director

Iowa Sesquicentennial Commission
200 E. Grand Avenue
Des Moines, Iowa 50309
515 242-4955
515 242-4859 Fax
1 800 IOWA150

July 1, 1993

Dear Friend:

As Chairman of the Iowa Sesquicentennial Commission, I want to welcome you to this special and momentous endeavor! As a participant in planning the celebration of Iowa's 150 years of statehood, you are a key member of a fast-growing team of enthusiastic Iowans who will chart celebrations in each of Iowa's 99 counties.

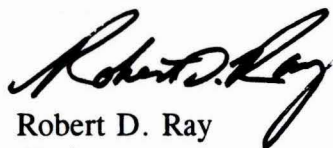
Sesquicentennial planning will take place at both the local and statewide levels -- Iowans young and old, urban and rural -- all aiming to showcase the spirit, talent and character of the citizens of our nation's 29th state. The heart of this effort will be the active participation of residents on County Sesquicentennial Commissions, formed in each and every county by the end of 1993.

Dedication and typically hard-working Iowans working at the grass roots level will ensure a vibrant, inclusive and exciting celebration of the qualities, hopes and dreams of the people of our state.

On behalf of the members of the Iowa Sesquicentennial Commission, I want to express our sincere thanks for your involvement and our wish that through each County Sesquicentennial Commission, this celebration will educate our citizens about the grand history of our state, celebrate the dynamic and diverse nature of its people, provide hope and opportunity for our youth, and launch a new vision of what the future holds for Iowa.

Good Luck and Happy Sesquicentennial!

Sincerely,



Robert D. Ray
Chairman



SESQUICENTENNIAL IOWA

1846 ★ 1996

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July 1, 1993

Dear Iowans:

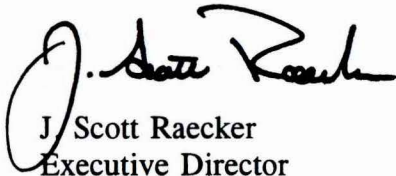
Greetings from the office of the Iowa Sesquicentennial Commission, and
WELCOME TO THE SESQUICENTENNIAL TEAM!

I am thrilled that you have committed your time, energy and talent to the sesquicentennial effort. Working together, we will maximize this opportunity to have a truly positive impact on all Iowans. A renewed sense of pride, and a greater understanding of who we are as Iowans collectively, will be our reward.

This handbook outlines the specifics of the County Sesquicentennial Commission aspect of the overall project. It will be a beneficial tool for you as you work to facilitate successful Sesquicentennial activities in your own community. Know that our office is user friendly; always open to your input and suggestions.

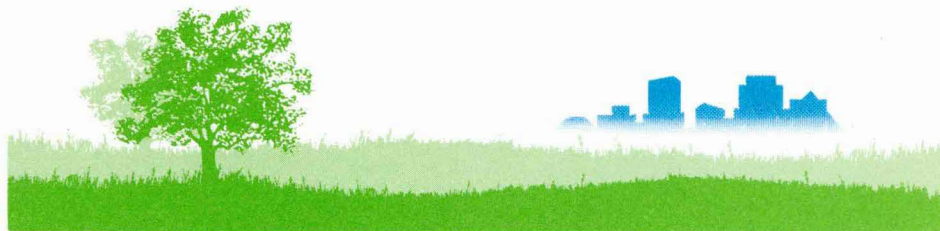
As you proceed with your involvement in the Iowa Sesquicentennial effort, my greatest hope is that we will all enjoy the experience and have fun along the way.

With warm regards,


J. Scott Raecker
Executive Director

J. Scott Raecker
Executive Director

Iowa Sesquicentennial Commission
200 E. Grand Avenue
Des Moines, Iowa 50309
515 242-4955
515 242-4859 Fax
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INTRODUCTION

In 1992, the Iowa General Assembly created the Iowa Sesquicentennial Commission (ISC) to plan, coordinate and administer the activities and programs commemorating Iowa's 150th anniversary of statehood, which will be celebrated in 1996. The ISC, made up of 25 energetic men and women from all corners of Iowa, will spearhead the statewide effort.

The sesquicentennial celebratory year, December 28, 1995 through December 28, 1996 -- beginning and ending on Statehood Day -- will be charged with fun-filled educational activities, exciting historically oriented programs, and countless opportunities for all Iowans to commemorate our collective heritage. To facilitate local involvement, which will be the heart of the endeavor, the Iowa Sesquicentennial Commission will form and certify one (1) County Sesquicentennial Commission (CSC) in each of Iowa's 99 counties. The ISC members and staff look forward to working with each CSC to make Iowa's sesquicentennial commemoration a collective success.

This handbook will serve as the blueprint for the formation of each CSC, a guide to potential resources, a list of conceivable programs, and will provide long-term assistance leading to the eventual conclusion of formal CSC work. While moving toward this conclusion, each county should strive to leave a legacy within their county as a reminder of the sesquicentennial efforts and future aspirations of its residents.

We wish you luck in mobilizing county residents in this great endeavor. And we will welcome any and all questions or suggestions, which can be forwarded to the Iowa Sesquicentennial Commission office at 200 East Grand Avenue, Des Moines, Iowa 50309. Telephone: 515-242-4955 or Toll free: 1-800-IOWA150 (1-800-469-2150). Fax: 514-242-4859.

WELCOME TO THE SESQUICENTENNIAL TEAM!

IOWA SESQUICENTENNIAL COMMISSION

A. Mission Statement

The ISC has adopted the following Mission Statement to convey the theme for celebrating Iowa's 150 years of statehood.

In order to:

- ★ Enhance understanding and appreciation of the individual and collective history of Iowans,
- ★ Actively involve Iowans in expressing and celebrating the personality and character of Iowa, and
- ★ Leave a legacy that will favorably impact the quality of life for future generations,

the Iowa Statehood Sesquicentennial Commission is committed to the development, support, and coordination of programs and activities throughout the state that will generate pride in who we are and confidence in what we will become.

IOWA SESQUICENTENNIAL COMMISSION

B. Goals and Objectives

The following goals and objectives will provide the focus of the statewide effort:

- ★ Educate, celebrate, and commemorate the past and present as a tool to focus on the future.
- ★ Mobilize the entire state in the sesquicentennial effort.
- ★ Facilitate the development and coordination of commissions in each county to plan projects and focus on local programs.
- ★ Utilize the Mission Statement theme as a focal point in all related activities.
- ★ Facilitate an atmosphere of statewide celebration.
- ★ Facilitate at least one major historic project of lasting value.
- ★ Develop a lasting legacy that will have a positive impact on all Iowans.
- ★ Develop a major focus on youth and education.
- ★ Develop funding programs that will ensure a self-sustaining position and maximize the impact of the Iowa Sesquicentennial Commission.
- ★ Utilize existing networks to facilitate project implementation.
- ★ Raise awareness of existing program opportunities and promote their accessibility within the state.
- ★ Develop a creative media and publicity campaign to support the effort and promote Iowa on local, state, national, and international levels.
- ★ Create and develop an administrative structure and systems that will facilitate and maximize smooth implementation of the strategic plan.
- ★ Ensure that all who come in contact with the sesquicentennial **ENJOY** the experience and **HAVE FUN!**

IOWA SESQUICENTENNIAL COMMISSION**C. Commission Members****Chair**

The Honorable Robert D. Ray
Des Moines

Co-Chair

C. J. Niles
Carroll

C. Joseph Coleman
Clare

Rebecca Reynolds-Knight
Keosauqua

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Cedar Falls

COUNTY SESQUICENTENNIAL COMMISSIONS GENERAL OUTLINE

To ensure that all Iowans will have the opportunity to lend their energy and creativity to the sesquicentennial effort, the ISC will form and certify one (1) CSC in each and every county in Iowa.

A. Purpose

The purpose of each CSC will be to:

- ★ Generate grass roots enthusiasm and support for Iowa's sesquicentennial celebration.
- ★ Identify and implement ISC-authorized projects to be funded by each county's portion of the sesquicentennial license plate proceeds.
- ★ Facilitate coordination of statewide projects within the county.
- ★ Facilitate each city becoming a "Sesquicentennial Community," whereby each city in the county would participate in *at least one* event, program or activity.
- ★ Develop projects that are consistent with the ISC Mission Statement and that incorporate the sesquicentennial symbol and theme.
- ★ Coordinate existing annual event organizations' use of the sesquicentennial symbol and theme in 1996.
- ★ Encourage county-based civic organizations to embrace the sesquicentennial symbol and theme.
- ★ Generate funds at the county level.
- ★ Contribute one item to signify/represent the county to a state Time Capsule.

B. Mission Statement

To convey each county's broad-based focus for celebrating Iowa's 150 years of statehood, the ISC requires, as a condition of certification, that each county develop its own Mission Statement. This may incorporate all or part of the ISC Mission Statement.

COUNTY SESQUICENTENNIAL COMMISSIONS

GENERAL OUTLINE, continued

C. Goals and Objectives

The following goals and objectives should be embraced by each CSC:

- ★ Encourage all county residents to actively participate on the local level.
- ★ Educate the local populace about the rich history and splendid quality of life to be found within each county.
- ★ Celebrate the vibrant local cultural heritage.
- ★ Commemorate 150 years of pioneering spirit and statewide pride.
- ★ Raise awareness of the impact that county activities and programs will have on Iowa's statewide sesquicentennial commemoration.
- ★ Open the door for future generations to carry Iowa into the next millennium.
- ★ **ENJOY the experience and HAVE FUN!**

D. Authority

As stated in the Code of Iowa, "each County Sesquicentennial Commission may receive and expend moneys and otherwise act to coordinate and implement local celebrations of the sesquicentennial of Iowa statehood within the county of organization."

Also, per the Code of Iowa, "no more than one County Sesquicentennial Commission shall be certified in each county."

COUNTY SESQUICENTENNIAL COMMISSIONS

GENERAL OUTLINE, continued

E. Responsibility

Each CSC should maintain the following:

- ★ Effective communication with the ISC and Regional Field Representative.
- ★ Complete and accurate accounting of funds.
- ★ Timely project and grant reporting.
- ★ Accurate utilization of ISC financial procedures (financial appendix will be provided).
- ★ Accurate keeping of minutes of CSC meetings to be filed with the ISC within thirty (30) days after meeting dates.
- ★ Efficient maintenance of records for local and state historical archives.
- ★ Timely public announcements of CSC meeting schedules as CSCs are subject to Iowa's Open Meeting Laws.
- ★ Proper wind down and wrap up procedures.

F. Formation Personnel

★ County Convener

In order to facilitate the process of forming each CSC, the ISC will identify a County Convener (CC) in each county to provide guidance to the organizations responsible for appointing CSC members. The CC will fulfill an interactive, advisory role to the CSC. This individual may be a member of the CSC (see Formation Detail, page 12).

★ Regional Field Representative

For the purpose of facilitating the establishment and operation of the CSC, Iowa will be divided into three (3) regions -- West, Central and East. One ISC Regional Field Representative (RFR) will be assigned to each of the 3 sesquicentennial regions to assist with the CSC formation process, planning, implementation, and wind down and wrap up. Each RFR will live in the region of responsibility and be available to travel throughout the region and remain accessible to each CSC (see Formation Detail, page 13).

COUNTY SESQUICENTENNIAL COMMISSIONS GENERAL OUTLINE, continued

G. Certification

In order to receive full ISC certification, and function as an official County Sesquicentennial Commission, each CSC must comply with a list of requirements (see Formation Detail, page 15).

H. Funding

Once certified, the CSC will be eligible to:

- ★ Receive a portion of the proceeds from statewide sesquicentennial license plate sales (see Funding Detail, page 17).
- ★ Submit grant applications for ISC funds (see Funding Detail, page 18).
- ★ Generate its own funds (see Funding Detail, page, 19).

I. ISC-Authorized Projects

In order to maintain a consistent sesquicentennial theme and continuity of experience throughout Iowa, each CSC shall utilize the proceeds from the sale of sesquicentennial license plates to implement an ISC-authorized project (see Projects Detail, page 20).

COUNTY SESQUICENTENNIAL COMMISSIONS STRUCTURE

ALL COUNTY RESIDENTS

Participants

Volunteers

COUNTY SESQUICENTENNIAL COMMISSION

Chair

Co-Chair

Secretary-Treasurer

Commission members

Committees

COUNTY CONVENER

REGIONAL FIELD REPRESENTATIVE

IOWA SESQUICENTENNIAL COMMISSION

Chair Governor Robert D. Ray

Co-Chair C. J. Niles

Commission members

Committees

Executive Director J. Scott Raecker

Staff

Volunteers

**COUNTY SESQUICENTENNIAL COMMISSIONS
SESQUICENTENNIAL REGIONS****A. Three Sesquicentennial Regions**

The three (3) sesquicentennial regions -- West, Central and East -- are divided as follows:

West -- 34

ADAIR
ADAMS
AUDUBON
BUENA VISTA
CALHOUN
CARROLL
CASS
CHEROKEE
CLAY
CRAWFORD
DICKINSON
EMMET
FREMONT
GUTHRIE
HARRISON
IDA
LYON
MILLS
MONONA
MONTGOMERY
O'BRIEN
OSCEOLA
PAGE
PALO ALTO
PLYMOUTH
POCAHONTAS
POTTAWATTAMIE
RINGGOLD
SAC
SHELBY
SIOUX
TAYLOR
UNION
WOODBURY

Central -- 34

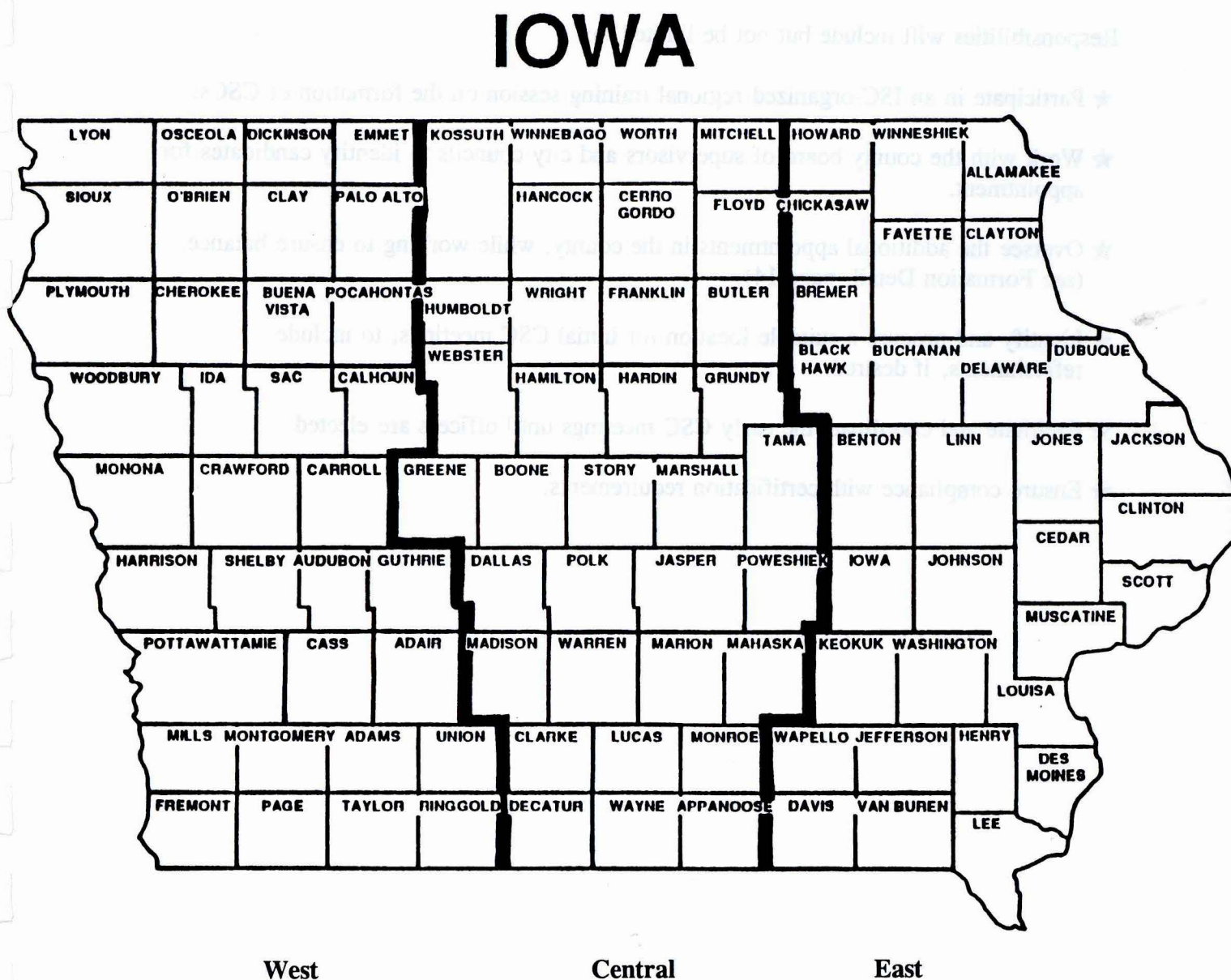
APPANOOSE
BOONE
BUTLER
CERRO GORDO
CLARKE
DALLAS
DECATUR
FLOYD
FRANKLIN
GREENE
GRUNDY
HAMILTON
HANCOCK
HARDIN
HUMBOLDT
JASPER
KOSSUTH
LUCAS
MADISON
MAHASKA
MARION
MARSHALL
MITCHELL
MONROE
POLK
POWESHIEK
STORY
TAMA
WARREN
WAYNE
WEBSTER
WINNEBAGO
WORTH
WRIGHT

East -- 31

ALLAMAKEE
BENTON
BLACK HAWK
BREMER
BUCHANAN
CEDAR
CHICKASAW
CLAYTON
CLINTON
DAVIS
DELAWARE
DES MOINES
DUBUQUE
FAYETTE
HENRY
HOWARD
IOWA
JACKSON
JEFFERSON
JOHNSON
JONES
KEOKUK
LEE
LINN
LOUISA
MUSCATINE
SCOTT
VAN BUREN
WAPELLO
WASHINGTON
WINNESHIEK

COUNTY SESQUICENTENNIAL COMMISSIONS SESQUICENTENNIAL REGIONS, continued

B. Map of the Sesquicentennial Regions



COUNTY SESQUICENTENNIAL COMMISSIONS FORMATION DETAIL

A. County Convener

The ISC will identify in each county a well-known, dynamic County Convener (CC) to facilitate the formation of the CSC within each county. The CC will fulfill an interactive, advisory role to the CSC, and may be a member of the CSC.

Responsibilities will include but not be limited to:

- ★ Participate in an ISC-organized regional training session on the formation of CSCs.
- ★ Work with the county board of supervisors and city councils to identify candidates for appointment.
- ★ Oversee the additional appointments in the county, while working to ensure balance (see Formation Detail, page 14).
- ★ Identify and procure a suitable location for initial CSC meetings, to include refreshments, if desired.
- ★ Facilitate and coordinate the early CSC meetings until officers are elected.
- ★ Ensure compliance with certification requirements.

**COUNTY SESQUICENTENNIAL COMMISSIONS
FORMATION DETAIL, continued****B. Regional Field Representatives**

The ISC will assign one (1) Regional Field Representative (RFR) to each of Iowa's three (3) sesquicentennial regions. The RFR's responsibilities will include but not be limited to the following:

- ★ Assist the CC with the CSC formation process.
- ★ Act as the liaison between the ISC and each CSC.
- ★ Act as a resource for each CSC.
- ★ Provide guidance on program and activity formulation and planning.
- ★ Monitor and document CSC programs and activities, and communicate such to the ISC.
- ★ Facilitate the grant application process as well as monitor implementation.
- ★ Facilitate the statewide publicity campaign.
- ★ Provide guidance for CSC wind down and wrap up.
- ★ Participate in the activities of the CSC in the following manner:
 - ★ Maintain productive and positive relationships with county residents, CSC members, the local media and other relevant groups.
 - ★ Remain accessible to the CSCs within the region of responsibility.
 - ★ Attend all full CSC meetings and strive to attend committee meetings.
 - ★ Maintain a presence at county events and local activities.
 - ★ Learn about the history and culture of each county.

COUNTY SESQUICENTENNIAL COMMISSIONS FORMATION DETAIL, continued

C. Member Appointment Requirements

As stated in the Code of Iowa, Chapter 7G.2, and to fulfill certification requirements, the CSC appointments will proceed as follows:

- ★ one (1) member will be appointed by the county board of supervisors,
- ★ one (1) member will be appointed by the city council of each city in the county.

According to the Code of Iowa, Chapter 7G.2, Title IX "Local Government," Subtitle 4 "Cities," "a city will be defined as a municipal corporation, but not including a county, township, school district, or any special-purpose district or authority."

- ★ Also, the ISC shall authorize additional appointments to each CSC to ensure balance with respect to gender and political affiliation. The ISC strongly encourages that additional appointments create balance on each CSC with respect to ethnicity and areas of expertise, and to include at least one (1) member representing each of the following profile categories:

Education	Minority	Youth
Agriculture	Historical	Senior Citizen
Cultural Arts	Business and Industry	

- ★ In order to retain certification, member appointments must comply with the above.

D. Committees

The CSC may break the full CSC into specialized committees to facilitate an ISC-authorized project once the CSC identifies the project (see Projects Detail, page 20). These committees may include but are not limited to the following:

Education/Youth	Celebrations/Special Events
Cultural Arts	Fundraising and Grants
Historical	Budget/Finance

Also, the ISC strongly encourages that additional county residents be brought on board to further facilitate the work of each CSC. As an example, if a historical committee is formed, a member or members of each incorporated historical society within the county should be invited to join a subcommittee engaged in planning the county's historically oriented programs and activities.

COUNTY SESQUICENTENNIAL COMMISSIONS FORMATION DETAIL, continued

E. Certification

In order to receive and retain full ISC certification necessary for funding and to function as an official County Sesquicentennial Commission, each CSC must:

- ★ Comply with appointment requirements (see Formation Detail, page 14).
- ★ Adopt a CSC Mission Statement (see General Outline, page 5).
- ★ Elect a chair, co-chair and secretary-treasurer.
- ★ Commit to facilitate and implement an ISC-authorized project (see Formation Detail, page 20).
- ★ Comply with official certification procedure (see Formation Detail, page 16).

F. Initial Meeting

The CC and RFR will assemble the CSC for the initial meeting to discuss the following agenda items:

- ★ Member introductions.
- ★ Distribution of County Sesquicentennial Commission Handbook.
- ★ Review of goals and objectives.
- ★ Discussion and formulation of the draft mission statement.
- ★ Discussion of additional appointments.

Candidates should be identified and offered an appointment prior to the second meeting of the CSC.
- ★ Discussion of funding opportunities.
- ★ Decision on the date for the next meeting.

The meetings of each CSC are subject to Iowa's Open Meeting Laws.

COUNTY SESQUICENTENNIAL COMMISSIONS FORMATION DETAIL, continued

G. Second Meeting

The second meeting will include the following five (5) requirements, and any additional items which the CSC deems appropriate:

- ★ Introduction of new CSC members.

If additional appointees are not yet identified and present, the subsequent four (4) agenda items should be postponed until such time as a full CSC can be convened.

- ★ Approval of draft mission statement.
- ★ Elect a chair, co-chair and secretary-treasurer.
- ★ Determination of ISC-authorized project focus.
- ★ Committee structure discussion.

Once the full CSC identifies the primary ISC-authorized project (see Projects Detail, page 20), additional committees may be formed to address the planning and implementation of that project.

The ISC strongly encourages the CSC to involve additional volunteers as subcommittee members to supplement and facilitate the county's sesquicentennial plans.

H. Official Certification Procedure

ISC certification will follow when all of the requirements have been satisfied (see Formation Detail, page 15). The following procedure will lead to official certification:

- ★ Completion by the CSC of the Certification Form (a standardized form will be provided).
- ★ Obtain signatures on the completed form from the CSC chair, co-chair and CC.
- ★ Forward the completed form to the RFR for signature and submission to the ISC.
- ★ If the Certification Form indicates that all requirements have been met, the ISC will issue a letter to the CSC certifying it as the sole, official CSC for that county.

FUNDING AND PROJECTS

FUNDING DETAIL

A. Sesquicentennial License Plate Proceeds

Once a CSC has been certified under the conditions outlined above, it will be eligible to receive ISC funds. These funds must be applied to the support of a specific ISC-authorized project (see Projects Detail, page 20).

The Iowa Sesquicentennial Commission's statewide plans and activities are funded by the extra fees generated from the proceeds of the sesquicentennial license plate sales. The extra fees are \$15 for the first year and \$10 for renewals. Residents should contact their County Treasurer's office to purchase the special plates and to inquire about the availability of sequentially numbered and personalized plates, and gift certificates for both.

The ISC will return a portion of these proceeds to certified CSCs to support an ISC-authorized project at the local level. The mechanism for distributing funds has been developed to ensure that each county receives an equal share of the proceeds, and to provide incentive for counties to promote the sesquicentennial plates within their county in order to receive additional funds.

The distribution structure will be as follows:

- ★ Each CSC will receive an equal share (1/99) of 10% of the total statewide sesquicentennial license plate proceeds, PLUS
- ★ \$1 for each additional license plate set sold, or renewed, once a threshold of 10% of the total available for sale in the county has been reached (vehicle availability will be based on the current DOT Fleet Summary Report).

The ISC has based its budget forecast on selling sesquicentennial license plates to 10% of the vehicle owners statewide. If this goal is attained, each county's equal share could be at least \$5,000.

FUNDING AND PROJECTS

FUNDING DETAIL, continued

B. ISC Grants

The ISC, based on the availability of funds, will review grant requests from CSCs to provide funds for special projects that conform to the following:

★ Eligible Projects.

A project endorsed by a certified CSC, which has statewide impact, supports and benefits the citizens of the state, and seeks to further the ISC Mission Statement.

★ Grant Application Review Process.

A standardized Application for ISC Grants can be obtained from the RFR. All grant applications will be reviewed by the ISC staff on an ongoing basis. A written summary will be prepared for the Executive Committee, which will then make a recommendation to the full ISC for action. Action will be limited to the following:

1. Endorsement and full funding of grant request.
2. Endorsement and partial funding.
3. Endorsement and no funding.
4. No endorsement and no funding.

★ Grant Application Submission Requirements.

All grant applications shall include the following:

★ Name of the certified County Sesquicentennial Commission.

★ Mailing Address.

★ Contact person and telephone number.

★ Mission Statement of the CSC.

★ Amount requested.

★ Minutes of relevant CSC meetings reflecting project endorsement.

★ Financial information of the CSC.

FUNDING AND PROJECTS

FUNDING DETAIL, continued

B. ISC Grants, continued

★ Grant Application Submission Requirements, continued.

★ Explanation of the need for the funds, to include the following:

- ★ Description of project.
- ★ The local impact this project serves.
- ★ The statewide impact this project serves.
- ★ Anticipated budget for this project.
- ★ Other sources of funds if the ISC cannot meet request.
- ★ Date when ISC can expect a progress report on the project prior to its implementation.
- ★ Date when ISC can expect a final report once the project is completed.

Upon distribution of grant proceeds, a CSC representative -- either the chair or co-chair -- must sign a Grant Receipt Form acknowledging fund use.

C. Generation of Local Funds

Additionally, CSCs may raise funds to apply to any project coordinated by the CSC.

FUNDING AND PROJECTS

PROJECTS DETAIL

A. Menu of ISC-Authorized Projects

CSCs are required to utilize their portion of the proceeds from the sale of special sesquicentennial license plates, and may apply self-generated funds, for the development, coordination and implementation of one or more of the following ISC-authorized projects:

- ★ Theme-based, county-wide celebratory event.
- ★ Historically oriented project.
- ★ Cultural arts project.
- ★ Educationally oriented project.
- ★ Joint county theme-based special event.
- ★ Utilization of ISC-developed projects (additional projects may be made available to each county as ISC planning continues):
 - ★ Speaker's bureau.
 - ★ Traveling exhibits.
 - ★ Arts programs.
 - ★ Audio/visual programs.

The CSC must describe the chosen project briefly on the Certification Form and submit a more detailed Project Progress Report on or before the following dates: December 28, 1994; July 1, 1995; December 28, 1995; and July 1, 1996. (A standardized form will provided.)

Submission of the Project Progress Report is required to retain ISC certification.

WIND DOWN AND WRAP UP RESPONSIBILITY

A. County Sesquicentennial Commission

To facilitate the close down of local activity, each CSC will have the following responsibilities:

- ★ Satisfy all financial obligations.
- ★ Properly acknowledge appropriate county residents who contribute to the sesquicentennial effort.
- ★ Identify the repository organization(s) that will receive historical and archival material on or before **DECEMBER 28, 1994**. Catalogue the material and transfer it to identified organization(s) on or before **MAY 1, 1997**.
- ★ The CSC will forward a Final Program and Activity Report to the ISC no later than **APRIL 1, 1997**, to include but not be limited to:
 - ★ Name and address of the CSC.
 - ★ List names and addresses of all CSC members, including committee members and subcommittee members.
 - ★ The committee and subcommittee structure of the CSC.
 - ★ Financial reports for all CSC years of activity.
 - ★ A comprehensive outline describing all programs, projects, events and endeavors undertaken by the CSC as well as other organizations within the county. A description of joint programs will be reported by all counties in which joint activities took place.

The CSC shall forward one (1) original and one (1) copy of the Final Program and Activity Report to the ISC office and retain a minimum of one (1) copy with the CSC's archival repository organization.

WIND DOWN AND WRAP UP RESPONSIBILITY, continued

A. County Sesquicentennial Commission, continued

- ★ The CSC will forward a Residual Funds Transfer Report to the ISC no later than **APRIL 1, 1997**.

Each County Sesquicentennial Commission shall expire no later than **JUNE 1, 1997**. Per Code of Iowa, "upon expiration of each CSC, all fund balances and all other assets shall be transferred to a designated incorporated local historical society or designated local historical societies located within the county."

In order to comply with the Code of Iowa, the CSC shall identify the specific local historical society or historical societies to which residual funds will be transferred, and communicate such to the ISC on or before **DECEMBER 28, 1994**.

Funds transfer should take place on or before **MARCH 1, 1997**.

The CSC shall forward one (1) original and one (1) copy of the Residual Funds Transfer Report to the ISC office and retain a minimum of one (1) copy with the CSC's archival repository organization.

B. Iowa Sesquicentennial Commission

Responsibilities of the Iowa Sesquicentennial Commission include:

- ★ Recognition of each CSC in the state as to the valued and vital contribution to the Iowa Sesquicentennial celebration.
- ★ RFR will provide assistance for the wind down and wrap up of the CSC.
- ★ ISC staff will provide guidance when requested.
- ★ Issue a copy of the ISC Final Program and Activity Report to each CSC's archival repository organization.
- ★ As stated in the Code of Iowa, all ISC activity will cease no later than **JUNE 30, 1997**.

ACTION TIME LINE**1993**

August to December

STATEHOOD DAY

December 28

Ongoing formation of 99 CSCs

CSC certification complete

1994

All year

STATEHOOD DAY

December 28

Ongoing sesquicentennial
plan developmentIdentify repository institution(s)
and residual funds recipient(s)
Project Progress Report due**1995**

All year

July 1

STATEHOOD DAY

December 28

Ongoing sesquicentennial
plan development, activity
facilitation and reportingProject Progress
Report due

Sesquicentennial year begins

Project Progress Report due

1996

All year

July 1

STATEHOOD DAY

December 28

Ongoing sesquicentennial plan
implementation, celebration
and activity reportingProject Progress
Report due

Sesquicentennial year ends

1997

January to June

March 1

April 1

May 1

June 1

June 30

Wind down
and wrap upTransfer
residual
fundsFinal Program
and Residual
Funds Reports
due to ISCTransfer
archival
material

Close CSC

Close ISC

APPENDIX

PUBLIC RELATIONS

A. Public Relations...What Is It? What Can It Do?

Public relations is the planned effort to influence public opinion through good character and responsible performance, based upon mutually satisfactory two-way communications. Achieving a positive image for an organization or cause is what public relations is all about.

Within the context of Iowa's Sesquicentennial celebration, public relations can best be utilized to create awareness and understanding of the celebration to lead selected audiences to desired actions (participation, contributions, etc.).

Local public relations efforts on behalf of Iowa's Sesquicentennial are best handled by the County Sesquicentennial Commissions. As local leaders, you already understand some of your most important audiences -- business and government leaders, civic groups, volunteers, schools, local media and the community at large. This section provides an overview of specific public relations elements you will likely implement to help reach your goals, as well as many good ideas you can put to use in your county celebration.

B. Three Public Relations Elements That Can Work For You.

Although public relations is comprised of many elements, those best suited to serve your county celebration include media relations, publicity and special events and public participation. Let's take a closer look at each of these:

- ★ **Publicity** -- Planned dissemination of messages on people, programs, services or events associated with the sesquicentennial that would be of interest to print and broadcast media's readers and listeners.
- ★ **Media Relations** -- Planned and regular contact with local print and broadcast media to increase understanding of the sesquicentennial celebration and specific activities taking place in your area.
- ★ **Special Events and Public Participation** -- Planned events that stimulate interest in the sesquicentennial celebration; creating opportunities to better inform your audiences about the celebration.

APPENDIX**PUBLIC RELATIONS, continued****C. Develop a Public Relations Program: Three Easy Steps.****Assess your situation.**

Successful public relations programs require planning. And planning should be based upon a thoughtful and objective assessment of your situation. Begin by asking yourself and others the following questions:

- ★ Who are your key audiences?
- ★ Why would they be interested in the sesquicentennial celebration?
- ★ Why are you interested in them?
- ★ How can you communicate with them?

Plan by objective.

You can best plan your public relations objectives by defining the results you want to achieve. The Iowa Sesquicentennial Commission already has outlined goals and objectives for the County Sesquicentennial Commissions' celebrations. Restated, they include:

- ★ Encourage all county residents to actively participate on the local level.
- ★ Educate the local populace about the rich history and splendid quality of life to be found within the county.
- ★ Celebrate the vibrant local cultural heritage.
- ★ Commemorate 150 years of pioneering spirit and statewide pride.
- ★ Raise awareness of the statewide impact that county activities and programs will have on Iowa's sesquicentennial commemoration.
- ★ Open the door for future generations to carry Iowa into the next millennium.
- ★ Enjoy the experience and have fun!

APPENDIX**PUBLIC RELATIONS, continued****C. Develop a Public Relations Program: Three Easy Steps, continued.****Sketch out a plan.**

A few tips to ensure your success:

- ★ Keep your messages simple.
- ★ Stay away from overly promotional projects.
- ★ Be creative and capture the audience's imagination.

Before deciding on a public relations execution, consider how best to communicate particular points or stories, determine key target audiences and matter of timing and set priorities to ensure that you reach the right people with the right message at the right time.

APPENDIX**PUBLIC RELATIONS, continued****D. Getting Started....**

The best place to begin is to undertake public relations activities to increase awareness of the county's sesquicentennial plans and the people who will be implementing them. At your first two County Sesquicentennial Commission meetings, decisions will be made that need to be shared with media to increase awareness among county residents of the plans being made for the local celebration.

Publicity.

By generating news releases on the more newsworthy outcomes of these meetings, you can use publicity to accomplish some of your public relations objectives. It would also be wise to invite select media to attend these meetings when there will be a very important outcome or announcement. This is discussed in more detail in the media relations section, which follows. A few suggested publicity activities could include:

- ★ A pre-meeting announcement of each CSC meeting to publicize the time, date and location of the meeting to conform with Iowa's Open Meeting Laws.
- ★ A summary news release on the outcome of the first meeting, including the announcement of the CSC mission statement, a listing of CSC members and the time and location of the next meeting.
- ★ A summary news release on the outcome of the second meeting, including the election of officers, formation of committees and announcement of commission leadership, announcement of additional commission members, and determination of project focus.
- ★ Any important subsequent CSC meeting actions are also newsworthy. These might include a news release announcing a county-wide special event, a call for volunteers, a historical restoration, or public art or education project.

APPENDIX**PUBLIC RELATIONS, continued****D. Getting Started...continued.****Media Relations.**

The media is a critical vehicle for your use to keep the public informed and aware of CSC activities and to direct them to desired actions (volunteer, participate, contribute money, etc.). The key to success in media relations is your ability to maintain positive media relations.

This starts with assembling a list of all key media covering your county. Next, contact these media and find out what their deadlines are, who their audience is, their interest in the county's sesquicentennial celebration and how they would like you to work with them. Some may refer you to another editor or broadcaster at the publication or station. Some may ask that you add them to your mailing list or hand-deliver news releases to meet their news deadlines. Keep notes on each media representative and respond to their wishes as best you can. You need their full cooperation and assistance!

To insure consistency in messages relayed to the media, it is critical that one person on the commission be designated as media spokesperson. This person will serve as the primary spokesperson on behalf of the commission and should be comfortable with print or broadcast interviews. Other members of the commission should refer media inquirers to the spokesperson. The chairman, co-chair or secretary-treasurer would be among those who should be considered for this designation. In interviews, the spokesperson should have a sound command of commission facts, actions and intent.

Media relations activities the committee could undertake would include:

- ★ Have the spokesperson visit major media one-on-one to answer questions they may have about the celebration and open a dialogue with key media representatives.
- ★ Host a special media briefing on the county's plans for the sesquicentennial celebration. Once an overall plan is developed for the county's celebration, invite the media to a short briefing to present an overview of the celebration and invite their questions. Try to make this a "visual" event for the television media if invited. For example, if a historical restoration is planned, hold the briefing at the restoration site.
- ★ Contact the media by phone or letter one to two weeks in advance of key meetings or events to determine their interest in attending or covering committee activities.

APPENDIX**PUBLIC RELATIONS, continued****D. Getting Started...continued.****Special Events and Public Participation.**

For special events or those requiring public participation, it is important to achieve general awareness of the event a few months beforehand and high awareness as the event draws closer. Use of publicity and media relations activities can help accomplish this, but you may need to build support for the event with very targeted audiences first. Activities you will likely want to consider include:

- ★ **Message development.** Remember all messages released about special events surrounding the sesquicentennial should show how the event fulfills goals and objectives for the celebration. This reinforces that the event is more than "a big party"-- it is a celebration reflecting many of the positive attributes of the county and its heritage.
- ★ **Informational meetings.** If funds must be raised to facilitate an event, meetings with key business leaders, chambers of commerce and civic groups can help establish "seed" support for the event. These meetings can be used to apprise community leaders of the scope and intent of the event, as well as the identified support needed. Again, using publicity to recognize event sponsors helps show the public how the community is rallying around the event, and can outline what support is still needed.
- ★ **Media Relations.** Keep the media apprised of the event from its inception to the time complete details are known. Regular release of new information in the months leading up to a major event help keep it top-of-mind with the public. Keep the media up to date with a steady stream of accurate information about the event.
- ★ **Appeal to county resident's competitive spirit with fundraising challenges between communities.** Place fundraising posters or signs in communities to keep residents informed of progress toward fundraising goals.

APPENDIX**PUBLIC RELATIONS, continued****E. Sample News Release.****NEWS RELEASE**

For: Immediate Release

Contact: (Commission Spokesperson)
(Commission Address)
(Phone Number)**(COUNTY) COUNTY SESQUICENTENNIAL COMMISSION MEETS****ELECTS OFFICERS**

(CITY), (State) -- (Date)-- The (County) County Sesquicentennial Commission met on (date) at (place) to formalize its mission statement, determine goals and objectives for the county celebration beginning December 28, 1995, and to elect officers and committee chairperson.

The commissions's mission statement, as adopted, is to, "(state full mission)," according to (chairman name) of (residence), who was elected commission chairperson at the meeting.

Other commission officers elected include co-chair (name) of (residence) and secretary-treasurer (name) of (residence). The commission also formed (#) committees and elected chairpersons for each. Committees formed and their chairs include (committee name) to be chaired by (name) of (residence); (list all in similar fashion).

The commission's next meeting will be held at (time) on (day of week), (date), at (location).

The (County) County Sesquicentennial Commission is certified by the Iowa Sesquicentennial Commission to plan and implement the county's celebration of 150 years of Iowa Statehood. The sesquicentennial celebratory year -- December 28, 1995 through December 28, 1996 -- begins and ends on Statehood Day and provides all Iowans an opportunity to commemorate their collective heritage. If you have ideas for the Iowa Sesquicentennial celebration, please call 1 800 IOWA150.

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