



America 250 - Colorado 150 Commission Meeting Minutes
Hybrid Meeting: History Colorado Center/Virtual | October 25, 2023

Christian Anschutz (Commissioner; virtual)

Jason Hanson (Commissioner)

Stephanie Hartman (Commissioner, virtual)

Jen Gilbert-Kaufmann (Commissioner)

Hon. Judge Gary M. Jackson (Commissioner)

Ramona Martinez (Commissioner)

Milo Marquez (Commissioner)

Dick Monfort (Commissioner)

Nathan Richie (Commissioner)

Tim Wolfe (Commissioner)

Jill Shenkel Henwood (Executive

Director, Nathan Yip Foundation, virtual)

Katie Roach (Program Director)

Cassie Harper (History Colorado Intern)

The meeting was called to order at 3:09 p.m.

Ms. Roach read the land acknowledgement:

We acknowledge that the land currently known as Colorado has been the traditional homelands of Indigenous peoples since time immemorial. We are grateful to work in partnership with the 48 sovereign nations who continue to call this land home.

Co-Chairs Dr. Hartman and Ms. Martinez welcomed new Commissioner Jen Gilbert-Kaufmann.

Mr. Wolfe made a motion to approve the 9/27/23 minutes. Hon. Judge Jackson suggested an amendment to reflect Judge Lucero's question as to whether the 250-150 Commission's primary purpose was to raise money, or to develop programs for 2026. With this amendment, Mr. Montfort seconded, and the motion passed unanimously. Ms. Roach has made the necessary changes to the 9/27/23 minutes.

Ms. Roach further noted that minutes for the 10/11/23 special session are reflected as the "Signature Initiatives" document. Commissioners agreed that they would consider these later in the meeting.

Report from the Director:

Ms. Roach updated Commissioners on the status of community outreach and meetings with Local Organizing Committees. She further noted that the Virginia 250 conference—A Common Cause to All—was planned for March. This is one of two annual national conferences for 250 state planners. Many of Ms. Roach’s counterparts will be in attendance, providing an opportunity for deeper levels of 250 planning and engagement with a multitude of state representatives. Ms. Roach feels it is important she attend. She will share information with Commissioners who are also interested. Dr. Hartman motioned for Ms. Roach to attend the conference. Hon. Judge Jackson seconded, and the motion passed unanimously.

Logo and Key Messaging

Mr. Hanson presented the proposed 250-150 logo and key messaging. He noted that the Public Outreach subcommittee spent a considerable amount of time with the branding agency on the development and refinement of the logo. He shared that the color palette was inclusive of Colorado and American colors, represents the varied regions of Colorado, and meets accessibility requirements. Mr. Hanson mentioned that the brand will inform the look of future public-facing efforts.

Commissioners discussed various options for logo usage, including allowing not-for-profit entities to use the logo without charge, and how to trademark and license the logo for revenue. Commissioners pointed out that earned revenue could fund a community grants program.

Mr. Wolfe clarified that the brand and logo will be accompanied by a style guide to ensure proper use of the logo, and suggested that entities be required to log their usage through a web portal.

Discussion also included options for earned revenue and royalties. Ms. Roach said that she prefers print-on-demand products to avoid the need to manage and staff a statewide retail effort. Mr. Montfort offered to conduct initial research into royalties.

Ms. Roach informed the Commission that she is working closely with History Colorado’s Marketing and Communication team to identify a public launch date. They currently recommend late January as a target. She will keep the Commission updated.

Mr. Wolfe made a motion to adopt the logo. Mr. Montfort seconded the motion. Hon. Judge Jackson questioned whether all other material in the brand presentation was up for adoption. Commissioners discussed the need for more inclusive photography. It was noted that the photography shown in the presentation is stock photography, and varied activities and communities would be highlighted in any future advertising campaigns. Ms. Roach clarified that in addition to the logo, brand messaging was also up for consideration. Hon. Judge Jackson

amended Mr. Wolfe's motion to reflect that the logo, logo versions, and key messaging be adopted. Ms. Gilbert-Kaufmann seconded the motion. The motion passed unanimously.

Budget Update

Mr. Wolfe informed the Commission that budget updates would be presented quarterly. Ms. Roach shared that the finance subcommittee's request for an additional \$500,000 is in the Governor's budget and now resides with Colorado's Joint Budget Committee.

Mr. Wolfe informed Commissioners that future working groups focused on signature initiatives should keep the finance subcommittee informed of proposed budgets and funding options on a quarterly basis. Mr. Wolfe suggested that, as planning proceeds, the Commission receive talking points regarding sponsorship and funding opportunities. Commissioners should ensure they're directing potential donors to the same place.

Ms. Roach requested that the Commission lift the ban on adding new Advisory Panel members, as gaps in statewide coverage have become apparent. Mr. Hanson moved to lift the ban on Advisory Panel members with the caveat that additions be approved by the Commission. Hon. Judge Jackson seconded the motion. Mr. Richie clarified that Advisory Panel members and Local Organizing Committees were engaged in outreach to a diverse group of regional representatives. Ms. Roach stated that Advisory Panel members will continue their regional outreach, but that gaps in the Advisory Panel network first needed to be filled. The motion passed unanimously.

Operating Policies, Code of Ethics, and Statement on Diversity, Equity, and Inclusion

Hon. Judge Jackson reviewed the Operating Policies, ensuring that major points were thoroughly explained. Mr. Hanson clarified that where the policies state "society" that will be amended to state "commission." Ms. Roach has made the change.

Commissioners clarified the gifts policy and how it pertains to attendance at events. Mr. Richie asked if the Operating Policies should include term limits for officers, and Mr. Wolfe noted that, if necessary, policies could be amended at a later date. Mr. Wolfe moved to adopt the Operating Policies, Code of Ethics, and Statement on Diversity, Equity, and Inclusion. Mr. Monfort seconded the motion, and the motion passed unanimously.

Indigenous Outreach Subcommittee

Ms. Roach opened the topic by noting that Commissioners Richie and Hartman have expressed the need for an Indigenous Outreach Subcommittee. She invited Mr. Richie and Dr. Hartman to lead the discussion.

Mr. Richie noted that outreach should begin soon, and that initial steps should include identifying individuals to be involved. Mr. Hanson made a motion to create an Indigenous Outreach

Subcommittee. Mr. Richie requested that clarification be made on what a subcommittee will accomplish. Mr. Marquez responded that the best way to begin would be to invite members of the Indigenous community, then allow for those community members to tell the Commission how they would like to be involved in the commemoration. Mr. Hanson added that the goal of the subcommittee will be to create a pathway into bringing Indigenous communities into the 250-150 efforts. The creation of this subcommittee will not preclude members of Southern Ute and Ute Mountain Ute Tribes from appointing Commissioners. Commissioners then discussed individuals who would be valuable assets to this subcommittee.

Hon Judge Jackson seconded Mr. Hanson's original motion, and the motion passed unanimously. Dr. Hartman, Mr. Marquez, and Mr. Richie indicated that they would like to serve on this subcommittee.

Endorsing Signature Initiatives

Ms. Roach noted that documents pertaining to signature initiatives resulted from Commission decisions at the 10/11/23 special session. She suggested that, when the Commission endorses these initiatives, they then create working groups featuring Commissioners, industry experts, and other stakeholders.

Mr. Hanson asked Commissioners if they would officially endorse these signature initiatives. Discussion included ways to include all communities in these efforts. Mr. Montfort moved to officially endorse these signature initiatives. Mr. Marquez seconded, and the motion passed unanimously.

Public Comment

No members of the public were present.

The meeting was adjourned at 5:00 p.m