



# WOMEN'S SUFFRAGE CENTENNIAL COMMISSION

## SIXTH PUBLIC MEETING: OCTOBER 3, 2019

### SUMMARY OF PROCEEDINGS

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#### I. INTRODUCTION

The Women's Suffrage Centennial Commission (Commission or WSCC), with Ms. Susan Combs presiding as the Commission Chairwoman, convened its sixth public meeting on Thursday, October 3, 2019, at the Workhouse Arts Center located in Lorton, VA. The meeting was called to order at approximately at 9:00a.m. EDT.

The purpose of the meeting was to provide progress updates to the Commissioners and public on the comprehensive list of programs, projects, and activities to commemorate the centennial of the passage and ratification of the 19<sup>th</sup> Amendment.

#### II. SUMMARY OF KEY DECISIONS AND ACTION ITEMS

##### A. Key Decisions

- The meeting minutes from the June 3, 2019, and August 12, 2019, were both approved pending the corrections of a few grammatical errors in the August 12<sup>th</sup> draft.

##### B. Action Items

- The WSCC staff will continue execution of approved commemorative projects.
- The WSCC Staff will work with Commissioner Hill to plan the logistics for a full Commission meeting in Seneca Falls in July 2020.
- The WSCC staff will prepare an email with proposed dates for Commission meetings in 2020 and circulate to the Commissioners.
- The WSCC staff will email Commissioners copies of all pending suffrage commemoration legislation.
- Commissioner Hill and Chairwoman Combs will collaborate to determine a national grower for the suffrage rose.
- Kelsey Millay and Commissioner Siebel Newsom will collaborate on enlisting support from celebrities for the Nashville event.

#### III. PRESENTATIONS, KEY DISCUSSIONS AND COMMISSION VOTES

##### A. Opening remarks were provided by Ava Spece, President & CEO of the Workhouse Arts Foundation, Inc.

*We appreciate and would like to thank the Commission for coming to the workhouse. It is our honor to have you here. We recognize that we hold an important piece of the history of the suffragists. It is our honor to have you here and have the meeting happening here and we're very excited to see you. We're excited about the upcoming anniversary. The new museum will be opening in 2020 in a formal way. It is very close to being done and we're very excited about that, and happy to share that with you and have you all be some of the first people to walk through the new exhibits. Joining me in the back of the room is Elena, our director of development, the primary liaison and outstanding face of the organization as well. She can also be great a resource for you should you have questions, and she will be present for a few hours of the meeting.*

*The building that you are in is one of the ones on campus built with brick that was molded and fired by prisoners that built the building. It's a remarkable campus that feels a lot like a university campus. It was a prison that opened its doors in 1910 and closed in 2001. When it was closed a portion of the land was purchased by Fairfax County from the federal government. There was a swell from the community saying that it is a very important place in the history of our nation and needs to be preserved. There was an application for National Historic Registry, and we are on that National Historic Registry list.*

*The Workhouse itself opened in 2008 and currently sees about 100,000 people that visit campus each year. We believe the number to be higher than that, but it's difficult to count since they are not paying anything and it's a free resource, and so it's hard to count those bodies. But we do have a lot of activities, there is a visual art component that includes our resident artists, associate and studio artists here on campus. There are about 65 of those resident artists plus another 20+ that are part of our associates group artist gallery that exhibit here as well. You can come all year around and see those studio artists at work in their studios and comfort zones creating and talking about their work. There is a performing arts component which includes about 300 performances per year, many of those take place in the 100-seat theatre or out on the quad, or various places throughout campus, so it's a very lively piece of the programming as well.*

*One of the foundations of what we do is art education. We have 800 classes taught here each year, everything from dance to drawing and painting, ceramics and clay, pilates to culinary and cooking to comedy and huge swab of different mediums. And of course, the museum, which is part of the core of who we are and why we're here in the first place. The temporary museum is in place and can be visited today in building nine. Our soon to be open museum will occupy all of building two, and a significant portion of that is dedicated to the suffrage history.*

*This is the place where those 72 women who picketed the white house for women's right to vote were imprisoned. It is place where they were jailed, they were beaten, five of them were force fed, and the nature of the treatment they received spread like wild fire across the country and they themselves put on their prison guards and stood on the cabooses of trains as it went across the country and they advocated for women's right to vote. They effectively pressured legislators all across the nation to press for ratification of the 19<sup>th</sup> amendment. It is really considered the turning point of the movement, shout to Pat Wirth who is responsible for making the Turning point suffragist memorial happen. This is the place where the face of the fight changed forever.*

*We are nearing completion of that museum and we're really honored to present the story in a far more professional way. Our docents have spent a lot of years gathering information and doing a really remarkable job of being expert historians. And now we are honoring that work with an appropriate presentation of the information, graphics and all of those pieces in the beautiful space. We decided that to effectively honor these women and this movement that we really needed to have some artistic representation, particularly being an art center, of those women. The sculptures that many of you just saw, there are three prominent sculptures in the new space made by a top-of-the-field company called EIS studios out of New York city. We felt really strongly that these women should not be represented in a way that was diminutive, downtrodden, suffering or abused but that we should focus on their presence in history which is larger than life and the power and words they used masterfully to advocate for their cause. We are honored that the WSCC is supporting the presence of two out of three sculptures. A plaque will be placed crediting the WSCC for those sculptures so that the*

*more 100,000 visitors that visit our campus can understand the work that the WSCC is doing to press forward this anniversary. Thank you all, thank you to Anna for helping move this project forward and thank you to everyone in the room. We hope that you enjoy you meeting here.*

Following Ms. Spece's opening remarks, Chairwoman Combs took roll call and called for a motion to approve the June and August meeting minutes. Commissioner Higgins noted that August minutes are grammatically inconsistent. Commissioner James moved to approve the minutes, Commissioner Higgins second the motion. The minutes were approved and will be proofread for grammatical errors.

#### **B. Executive Director Update – Rebecca Kleefisch**

Mrs. Kleefisch shared that staff has been working on the 42 approved projects, and progress of these projects can be tracked through dashboard documents. She thanked the Designated Federal Officer's (DFO) Kim Oliver and Kelsey Brantley for their work and welcomed Stephanie Marsellos, who will serve as both Staff Assistant and DFO. Mrs. Kleefisch also thanked Bass Public Affairs (BPA) for their work on the WSCC efforts to earn media, and announced that after soliciting bids from communication companies, the contract was awarded to Edelman Public Relations Company. Edelman has a nationwide reach and sterling reputation. The WSCC staff is currently in negotiations with Edelman which may cause the "contract services" portion of the 3-year budget to change.

The WSCC has successfully gone through its annual federal government audit process. Mrs. Kleefisch also shared two budget documents, actual expenses for FY 2019 and estimated expenses for FY 2020. She further explained that the FY 2019 budget closed on September 30, 2019, therefore the numbers are not yet final. The Commission has budgeted for \$215,000 more than what is reflected, which can be attributed to less than expected travel for Commissioners. However, requests for Commissioners to attend speaking engagements are expected to increase next year, so travel expenses will likely increase too. The FY 2019 budget does not reflect the debits from GSA or USDA for the final quarter of the contracts in place, but contracted expenses are still expected to come in under budget. The Commission used more legal services than expected for compliance and contract reviews, therefore extra funding has been allocated for FY 2020.

Mrs. Kleefisch provided a high-level overview of the budget plans for FY 2020 and FY 2021 and highlighted the goal to avoid cost overruns. Feedback was offered, that if a project goes over budget, the Commission would want to ensure that there are resources to cover the expense without scaling back or canceling another approved project. The current pad is just under half a million dollars, however, not all of it is expected to stay there. Mrs. Kleefisch anticipates carryover funding if the Commission is successful in recruiting partners to cover some costs, along with whatever profit is generated from the webstore. After soliciting bids, the staff is negotiating a contract with the same company that does the webstore for the WWI Centennial Commission. The goal is to have the web store launch on Black Friday with an accompanying press release.

#### **C. Commission Update – Chairwoman Susan Combs**

Chairwoman Combs shared that she is honored and pleased to chair the Commission, and she assured everyone the transition has been smooth. To ensure that each Commissioner feels invested and heard, the Chairwoman reviewed the standard meeting process. The Chairwoman reminded Commissioners they are encouraged to come forward with ideas and never to hesitate to add any agenda items.

Chairman Combs reminded the Commissioners that if there is a fiscal recommendation for the full Commission to vote on or discuss within subcommittee, the subcommittee chair should call a meeting for further action. She also reminded Commissioners that a DFO must be present at all Subcommittee meetings, whether in person or on the phone. Once the recommendation has been approved by the subcommittee, it can be added to the full commission agenda for a robust discussion at the next meeting. Recommendations can always be suggested during a full Commission meeting as well. The Chairwoman encouraged lots of communication and would like all Commissioners to feel heard and proud of the WSCC's work.

Commissioner Hill commented on upcoming meeting locations and suggested more historic and diverse sites be added, such as Seneca Falls or the Harriet Tubman house. Commissioner James agreed and suggested revisiting the idea of going to historical places. Chairwoman Combs recommended looking to visit on historical dates in 2020 and asked for staff to send a follow up email to an extended agenda for those dates.

Commissioner Higgins asked if the budget includes the Edelman contract and which staff will continue past August 2020 for closing out the Commission. Mrs. Kleefisch explained that the Edelman contract is included in the FY2020 budget and with funding at \$15,000 for basic services. The contract should be finalized by the end of October. Commissioner James asked for a price comparison with the previous PR firm, Bass Public Affairs (BPA). The BPA contract award was for \$8,000 per month. Commissioner Miner asked if Edelman's presence is nationwide or local. Vice Chairwoman Shogan stated that Edelman's proposal is nationwide, comes with media contacts interested suffrage stories nationwide, and a strategic plan for how to approach large and small markets. Chairwoman Combs shared that the Commission received three bids with very high prices. Mrs. Kleefisch also added that the funds have been arranged to ensure that the staff will be paid through December 2020. Senator Mikulski asked for a list of potential future meeting dates to be sent out to ensure there are no conflicts with other significant events.

#### **D. Communications Update – Rebeca Kleefisch**

Executive Director Rebecca Kleefisch provided an update on the Commission's communication strategy. Mrs. Kleefisch thanked Bass Public Affairs (BPA) for their work. Their contract ended on September 11, 2019, and BPA chose not to renew the contract with the WSCC. The staff is negotiating terms with Edelman, a well-respected nationwide PR firm, following the proposal. State Events Director Kelsey Millay has taken social media in house, where it will remain and follow guidelines approved by the Multimedia subcommittee. Mrs. Kleefisch gave a brief update on the following upcoming projects: suffragists costumes and "Votes for Women" jack-o-lantern templates with mommy bloggers in October, launch of "Flat Susan" with Attorneys General and NAAG in November, launch of the webstore in December, launch of partnerships with US Conference of Mayors: Suffrage Centennial Cities and New Year's resolutions in the spirit of suffragists in January, launch of partnerships with National Federation of Women Legislators and libraries in February, and printable suffrage board game in Women's History Month in March. Kelsey Millay is responsible for the bi-weekly newsletter and editing videos. Ms. Millay gave a brief presentation of the WSCC's social media platforms.

Ms. Millay thanked BPA for all their work and shared her excitement to oversee social media. She encouraged Commissioners to follow and engage with WSCC's social media accounts. Ms. Millay shared her visions for the social media accounts. A refreshing look is being planned for Facebook, Twitter, Instagram and YouTube. An increase of followers can be achieved by following more

accounts, retweeting, tagging accounts, following trends and engaging in conversation, leveraging hashtags, and pursuing social media campaigns with partners. Social media content will focus on dynamic graphics, variety of content, fun personal yet professional tone in line with mission, and highlighting commemorations happening in the states. Ms. Millay asked commissioners to please contact her or another staff member with ideas or suggestions regarding social media. Senator Mikulski asked about the governors' roles and who the point of contact would be for state and local celebrations. Chairwoman Combs replied that Commissioner Dannenfels will have a list for reference. Ms. Millay also shared that the staff is reaching out to state offices as well.

## **E. Subcommittee Updates**

### **Capitol City Commemorative Subcommittee**

Anna Laymon shared the following updates:

- I. **Ongoing Federal Legislation (2019-2020)**  
The WSCC continues to provide support for all commemorative suffrage related federal legislation in the House and the Senate, including the Coin, Quarter, Monument, Stamp, Capitol Visitors Center Statues, and Capitol/House/Senate Room Renamings. Just this week, the bill to create a national, outdoor monument dedicated to the suffrage movement passed out of committee, and on September 24, the WSCC provided testimony in support of the building of the monument in the National Capital Memorial Advisory Commission hearing. In addition to supporting legislation, the WSCC continue to work closely with the Bi-Partisan Women's Caucus to provide materials and toolkits as requested. Most recently, the WSCC provided Caucus members with toolkits for the Seneca Falls anniversary in July and Women's Equality Day in August. The WSCC and the Bi-Partisan Women's Caucus will be starting a shared social media campaign for #throwbackthursdays, #SuffrageintheHouse, beginning in November and continuing through August 2020.
- II. **Commemorative Suffrage Medal**  
The WSCC continues to work closely with the U.S. Treasury on the creation of a Women's Suffrage Medal. The medal is currently in the design-review process.
- III. **White House Rose Garden Ceremony (Spring 2020)**  
The WSCC has been in close contact with the White House to plan a ceremonial yellow rose bush planting with the First Family in spring 2020 in the White House Rose Garden. The Commission expects plans for a Rose Garden event to be formalized early next year.
- IV. **"One Woman, One Vote" Documentary Film Screening**  
The WSCC is partnering with the One Woman, One Vote Film Festival in 2020 to host what is hoped to be a one night of free public screenings nationwide of the soon to be re-released PBS suffrage documentary, "One Woman, One Vote." There have been several productive meetings with the One Woman, One Vote leadership, and WSCC staff will continue to work to finalize the details of this program over the next several months.
- V. **Berkshire Conference (May 28-31, 2020)**  
The WSCC is partnering with the Berkshire Conference of Women Historians, the largest women's history conference in the world, to bring conference attendees to visit the Library of Congress and National Archives 19th Amendment exhibits on Wednesday, May

27, 2020. The tours of the three federal exhibits (note: The Portrait Gallery exhibit closes January 2020, but the American History Smithsonian exhibit will open in March 2020) will be followed by a public program featuring the curators of the LOC, National Archives, and Portrait Gallery exhibits. While Berkshire conference participants will attend the program, it will also be open to the public.

- VI. Congressional Softball Game (June 2020)  
Due to staff and budgetary priorities, the Commission will likely not pursue a partnership with the Congressional Softball Game.
- VII. Independence Day Celebration (July 4, 2020)  
After several meetings and conversations with the Department of the Interior and the White House, the Commission will not be partnering on DC's Independence Day Celebrations.
- VIII. First Ladies Program (Summer 2020)  
Due to staff and budgetary priorities, the Commission will not pursue a program with the First Ladies.
- IX. Library of Congress National Book Festival (August 2020)  
The WSCC continues to work with the Library of Congress to sponsor a "Women's Vote" room at the Library of Congress National Book Festival that features a full day of suffrage programming, panels, and author talks (note: the Multi-Media, Education, and Engagement Subcommittee recommendation list includes sponsorship of a "Women's Vote" room at book festivals across the U.S.). The WSCC staff and LOC staff will meet in October to determine next best steps for this project.
- X. Kennedy Center Honors (December 2020)  
In February 2020, the WSCC will begin working with the Kennedy Center to encourage the inclusion of the centennial in the annual Kennedy Center Honors.
- XI. Washington, D.C. Public Art Project (dates TBD)  
The WSCC will begin reaching out to Mayor Bowser and Congresswoman Norton to sponsor a commemorative public mural in Washington, D.C. featuring historically significant images, symbols, and leaders from the suffrage movement in late October 2019. The hope is to use the partnership as a model to encourage other communities to invest in suffrage centennial public art in 2020.
- XII. Suffrage Day (date TBD)  
The WSCC is coordinating a district wide "Suffrage Day" in 2020 that features free public programming for learners of all ages with the Commission's partner institutions (LOC, National Archives, Smithsonian, NPS sites) in Washington, D.C. The staff expects to finalize details for this program no later than November 2019.
- XIII. Library of Congress/National Archives/Portrait Gallery/NPS Exhibits  
The WSCC will promote ongoing suffrage events and exhibits at WSCC partner institutions in the greater D.C. area through WSCC sponsored PSAs. Plans for this partnership will continue to develop through fall 2019.

- XIV. **Workhouse Arts Center/Lucy Burns Museum**  
The WSCC is finalizing a partnership with the Workhouse Arts Center, which houses the Lucy Burns Museum, to purchase two statues (Dora Lewis and Lucy Burns) to be featured in the entrance of the Museum. The total cost of the two statues is \$116,000. The Museum will open in early 2020.
- XV. **Turning Point Memorial**  
The WSCC has signed a partnership contract with the Turning Point Suffragist Memorial Association to purchase three statues (Alice Paul, Carrie Chapman Catt, and Mary Church Terrell) that will be featured in the national memorial. The total cost of the three statues is \$100,000. The Memorial will open on August 26, 2020.

### **Discussion**

The Chairwoman asked for Ms. Laymon to send an email with the specific legislation in progress to all Commissioners. The Vice Chair commented on the medal process and the diverse artist depiction on both sides. The Chairwoman thanked Commissioner Carranza for all her help. The final design decision for the coin will come from the Treasury Secretary. The commission is hoping for an early 2020 launch.

### **Multi-Media, Education and Engagement Subcommittee**

Anna Laymon shared the following updates:

- I. **Media Outreach**  
The WSCC is in the process of hiring a communications firm that will work with the WSCC to 1) pitch suffrage centennial stories to national magazines, airline magazines, local newspapers, national newspapers, podcasts, women-centered media, and daily and weekly morning shows. Encourage interviews with WSCC Commissioners; 2) pitch publications that covered the 19th Amendment 100 years ago, such as The Atlantic, Time, and The New York Times; 3) pitch podcasts that connect with the mission, such as Revisionist History with Malcolm Gladwell, to include the suffrage story in their podcast and/or to interview WSCC Commissioners; 4) pitch ongoing media projects with a connection to the mission, such as The New York Times "Obituaries Overlooked" project; and 5) pitch individual journalists who cover women's history and women's issues.

While in the process of hiring a communications firm, the WSCC continues to work closely with the media to share the work of the Commission and partners. Just this week, the WSCC solidified a partnership with the Smithsonian Magazine, which will publish a digital series of suffrage articles in partnership with the WSCC. The WSCC also continues to be active on each of its social media platforms, with States Events Director Kelsey Millay now coordinating all WSCC social media.

- II. **Social Media Engagement and Recommendations**  
WSCC States Events Director Kelsey Millay began coordinating all WSCC social media on September 12, 2019. She is working to create fresh, engaging content that will increase the Commission's following and help better share the history of the suffrage movement, the work of the Commission, and the work of partners across the US.

- III. **Suffrage Podcasts**  
The WSCC is receiving bids from podcasting companies to produce two podcasts—one for children and one for adults—that tell the story of the fight for the vote in a modern, engaging, and dynamic format. The staff hopes to have a contract in place for both podcasts by October 2019.
- IV. **Dolly Parton’s Imagination Library**  
Due to the timeline and strict procedures for book selection, and after several conversations with the leadership of Dolly Parton’s Imagination Library, the WSCC will not be partnering with the Library.
- V. **Library Donation Program**  
The WSCC is working now with several publishers to select a children’s suffrage book(s) to donate to public libraries across the United States. The staff is also talking with several possible partners about working on this project to help bring national media to the initiative. The staff expects details for this program to be finalized by the end of 2019.
- VI. **Project Runway**  
With the help of Commissioner Jennifer Siebel Newsom and her team, the staff has reached out to the team at Project Runway about collaborating on a suffrage themed “challenge” (1920s, white fabric, etc) in 2020. The staff expects to learn more about the possibilities for this partnership in the coming months.
- VII. **Book Festivals (Summer 2020)**  
The WSCC continues to work with the Library of Congress to sponsor a “Women’s Vote” room at the Library of Congress National Book Festival in Washington, DC that features a full day of suffrage programming, panels, and author talks. The WSCC staff and LOC staff will meet in October to determine next best steps for this project. Also in October, the WSCC will begin reaching out to book festivals across the US to sponsor a “Women’s Vote” room that features a full day of suffrage programming, panels, and author talks (note: the Capitol City Subcommittee recommendation list includes sponsorship of a “Women’s Vote” room at the Library of Congress National Book Festival).
- VIII. **Partnerships with National/Celebrity Book Clubs**  
With the help of Commissioner Jennifer Siebel Newsom and her team, the staff is finalizing a letter to send to Reese Witherspoon’s Hello Sunshine, Oprah’s Book Club, Emma Watson’s Our Shared Shelf, and Jenna Hager Bush’s Today Show Book Club to encourage the inclusion of a suffrage history book in their 2020 recommendations lists. The staff expects to learn more about the possibilities for these partnership in the coming months.
- IX. **“One Woman, One Vote” Documentary Film Screenings**  
The WSCC is partnering with the One Woman, One Vote Film Festival in 2020 to host what is hoped to be a one night of free public screenings nationwide of the soon to be re-released PBS suffrage documentary, “One Woman, One Vote.” The staff had several productive meetings with the One Woman, One Vote leadership, and WSCC staff will continue to work to finalize the details of this program over the next several months.

- X. Suffrage Theater (dates TBD)  
The WSCC has had several very promising and productive conversations with the playwright of *The Agitators* about sponsoring free showings for students in grade 11 U.S. history across the US. The staff is working with several theaters nationwide to determine next best steps. The staff expects to finalize details for this program in the coming months.
- XI. Women’s History Smithsonian Initiative  
The WSCC continues to support the legislative efforts to establish a Women’s History Smithsonian in Washington, D.C as requested by the sponsoring offices.
- XII. Google Doodle (August 26, 2020)  
The WSCC is working with Google and former Treasurer Rosie Rios Work to create a commemorative Women’s Equality Day Google Doodle. The staff expects to finalize details for this initiative in 2020.
- XIII. Facebook Frame (August 26, 2020)  
The WSCC will submit a proposal to Facebook in October 2020 for a special Women’s Equality Day 2020 Facebook Frame.
- XIV. Curated Content, Streaming Services (March/August 2020)  
With the help of Commissioner Jennifer Siebel Newsom and her team, the WSCC will reach out to Netflix, HBO, Amazon Prime, and Hulu to encourage curated "women's suffrage/women’s history" lists for March and/or August 2020 in fall 2019. At the suggestion of Senator Mikulski, the staff will also reach out to TCM and BET.
- XV. Content Creation  
The WSCC will continue to publish original content to the WSCC blog and the staff plans to begin reaching out suffrage historians in fall 2019 for a series of original articles.
- XVI. Peer Review  
The WSCC continues to work with two experts in suffrage history to ensure that all WSCC original content (blogs, scripts, etc) is rigorously reviewed for historical accuracy.
- XVII. National Contest Partnership  
The WSCC continues to pursue possibilities for partnership with an established national game, art, poetry, and/or song writing contest in 2020 to encourage a suffrage themed initiative.

### **Discussion**

Commissioner James asked whether the books will be available on digital platforms. Ms. Laymon will include that question in negotiations with publishers. Vice Chairwoman Shogan suggested working with public libraries for purchasing licenses for electronics.

Senator Mikulski recommended reaching out to college drama departments for “*The Agitators*” play and suggested that it does not have to be a full production as long as the message is good, and mission aligned. Ms. Laymon also added the possibility of helping universities and high

schools buy the play rights for production. The commissioners discussed former Treasurer Rosie Rios and potentially working with her for several different projects.

### **Partnership Subcommittee**

Rebecca Kleefisch shared the following updates:

- I. Ongoing State and Federal Project Support with Collateral (2019-2020)  
Developing partners to purchase or contribute to specific events or collateral for WSCC efforts. WSCC continues to support state and DC-based events with 5X7 informational cards and yellow rose pins. WSCC has offered this sponsorship opportunity to a number of entities.
- II. Sports Teams (2019-2021)  
Facilitate professional league sports teams to support the centennial via branding, public service announcements or handouts, or themed sports nights. Prioritize engagement with women's soccer and WNBA. Outreach to MLB: They are working with former US Treasurer Rosie Rios and Topps on Susan B. Anthony and Harriet Tubman baseball cards to be distributed at MLB games played on 8-26-2020. They are uninterested in a league-wide campaign and suggested the Commission work with individual fields. Successful suffrage commemorations for Baltimore and Cincinnati games.
- III. Girl Scouts / Boy Scouts/ American Heritage Girls/Frontier Girls  
Work with scouting organizations to craft fundraiser packaging to educate about the Suffrage Centennial. Work with organizations to coordinate badge curriculum surrounding the Suffrage Centennial. Include and/or highlight Junior Suffragist curriculum in Junior Park Ranger Week (Susan/Karen to spearhead). Girl Scouts will do a suffrage centennial badge with NPS this year, help plant yellow roses in states, work with WSCC on "Flat Susan" project with National Association of Attorneys General in cases where photos are not required. Packaging for cookie boxes has already been established, therefore no suffrage centennial packaging. WSCC Speaker at their 2020 convention. Frontier Girls will write a badge curriculum. Outreach to Boy Scouts and American Heritage Girls in progress.
- IV. Sorority/ Fraternity Relationships (2019-2021)  
Encourage sororities and fraternities to use Centennial planning toolkits and educate their campuses and communities about the Suffrage Centennial. Outreach through Panhellenic Council. Call scheduled next week with Panhellenic Council. Subcommittee Chair Karen Hill attended a Sigma Gamma Rho event for WSCC.
- V. Branding with Original Suffragist Partners and Other Interested Parties.  
Pursue educational campaigns, packaging changes and public service tent cards or point of purchase and other displays with companies linked to the suffragists of the women's vote movement including Unilever (Ponds), Tiffany and Company, Macy's. Outreach in progress to Macy's, Unilever, Simmons Mattresses. Further research about Simmons Mattresses and Tiffany will be conducted.
- VI. Merchandise/Swag

Establish partnerships with companies or individuals to directly pay for Suffrage Centennial-related merchandise to be distributed by WSCC. Establish partnerships with companies to donate merchandise for WSCC. Work with fashion and box stores to develop a Suffrage Centennial T-shirt(s) similar to the Independence Day T-shirts that are designed and sold each year large chains. Outreach to many companies to offer partnership opportunities. Web Store will offer merchandise.

VII. Web Store

Establish a web store partnership where the store operator takes all risk: purchases merchandise that meets WSCC approval and handles all transactions and returns in exchange for profit. WSCC to accept a portion of the profit. Contract negotiations with company that currently holds the contract with WWI Centennial Commission. Planned launch is on Black Friday.

VIII. Educational Announcement Partnerships

Establish partnerships with companies who agree to use WSCC language in educational consumer materials. Establish partnerships with companies to produce and air public service announcements. Produce a PSA to air at state DMVs and gas station TV. Outreach conducted to many companies. Successful educational partnerships with groups:

- NAAG (National Association of Attorneys General)
  - This group will help launch the WSCC "Flat Susan" project in November
  - GA, OH, Connecticut, Delaware, South Dakota, US Virgin Islands, Hawaii
- United States Conference of Mayors
  - WSCC will launch a "Suffrage Centennial City" campaign whereby, if the city does three basic things to establish itself as a leader in acknowledging the suffrage centennial, WSCC will award it the "Suffrage Centennial City" designation
- Faircount Media
  - Suffrage Centennial commemorative magazine conversations in progress
- NFWL National Federation of Women Legislators
  - Speaker at their convention
  - Library donation and story hour program

IX. Suffrage Centennial Packaging

Establish relationships with partners to take WSCC guidance on packaging changes to support awareness of the Suffrage Centennial. Outreach to several companies in progress.

**Discussion:**

Commissioner James provided the staff a 19<sup>th</sup> Amendment curriculum resource from the Bill of Rights Institute. Chairwoman Combs suggested that a historian review all curriculum materials to ensure accuracy. Commissioner James also asked if the Commission will pursue partnerships with African American sororities. Mrs. Kleefisch replied that she will send the list of potential organizations to all Commissioners.

**50 States Commemorative Subcommittee**

Kelsey Millay shared the following updates:

- I. **Send Commissioners to Speak at State Events**  
Continuing to field requests for WSCC ambassadors to speak at state events. Researching conferences to send WSCC ambassadors to in 2020. In coming weeks, will be adapting written speeches previously delivered by commissioners at state events into a template that can be used for speaking engagements moving forward.
- II. **Print Materials to Provide for State Events**  
Continuing to provide 5"x7" information cards to the states for their events. Provided these cards at recent speaking engagements in North Carolina and Maryland.
- III. **Purchase "Votes for Women" Lapel Pins and other SWAG for State Events**  
Have continued to provide yellow rose lapel pins for state events. Arkansas Governor Hutchinson wore the yellow rose lapel pin at an event at the Governor's Mansion on July 28 for their state's ratification anniversary, as did many of the guests, which was captured in video news coverage and photographs from the event. The WSCC is moving forward with a web store and will be developing merchandise and SWAG through that project.
- IV. **Record the History of the 2020 Women's Suffrage Centennial**  
Continuing to compile information on events, campaigns, and other commemoration activities happening across the country through outreach and research. Recording information on state pages of WSCC website and promoting on social media.
- V. **Host an Event at the Hermitage Hotel in Nashville (Aug. 18, 2020)**  
Finalizing contract with the Hermitage Hotel to reserve the Grand Ballroom for an event on August 18, 2020, which will mark the centennial of Tennessee becoming the 36th and final state needed to ratify the 19th Amendment. The WSCC will make the Ballroom a "Suffrage Headquarters" for the day, creating an atmosphere reminiscent of the weeks leading up to Tennessee's ratification in 1920 when suffragists and anti-suffragists set up their headquarters at the Hermitage. There will be an open house throughout the day that can include pop-up exhibits and other media components, historic reenactors, keynote speakers, refreshments, and an evening panel discussion. The WSCC has started conversations with federal partners and organizers in Tennessee about opportunities to collaborate.
- VI. **Partner with Project 19's 100-Women Skydive**  
Project 19's women skydiving team recorded a video reciting the 19th Amendment while parachuting out of airplanes and partnered with the WSCC to launch the video on the WSCC's social media platforms on September 20. The video received over 11,000 views on Facebook. Project 19, led by the Women's Skydiving Network, is a planned jump of 100 women skydivers in July 2020 outside Chicago in celebration of the centennial of women's right to vote. This jump would break the Women's Vertical World Record in skydiving. The project also has full funding for a jump by their core team of professional women skydivers in Tennessee on August 18, 2020. The WSCC has been connecting Project 19 with organizers in states across the country to help the skydivers plug into additional centennial events and will continue to work with Project 19 on communications and

media efforts. WSCC staff will follow up with Project 19 in October to start planning for the Commission's involvement in the July 2020 centennial skydiving celebration.

- VII. Partner with the Grand Ole Opry (Aug. 2020)  
In October, will draft a letter to the Grand Ole Opry to encourage them to highlight the centennial in their plans for 2020, particularly around Tennessee's ratification anniversary in August 2020. WSCC staff will work with commissioners to utilize their networks in Nashville for this outreach.
- VIII. Partner with the Justice Bell Tour and Toast to Tenacity  
On June 24, WSCC's States Events Director attended a celebration of Pennsylvania's ratification anniversary in Valley Forge Park, where the Justice Bell is displayed at the Washington Memorial Chapel. Staff was able to use photos, b-roll video footage, and video interviews with PA's First Lady and a descendant of a Pennsylvania suffragist to create a video promoting the Justice Bell, posted on YouTube and social media. The WSCC is exploring opportunities to bring the Justice Bell to Washington, DC, and to partner with Justice Bell 2020 on their celebrations in Valley Forge and Philadelphia on Aug. 25-26, 2020. The Justice Bell is a 1-ton historic bronze bell, modeled after the Liberty Bell in 1915 and taken on tour to drum up support for the suffrage movement.
- IX. Partner with the Votes for Women Trail  
WSCC staff is working with the National Collaborative for Women's History Sites to determine how the organizations can partner to complete the Collaborative's Votes for Women Trail. The goal of the project is to collect sites around the country related to suffrage history and track them in an online database and interactive map, and to get these sites recognized with historic markers. The William G. Pomeroy Foundation will donate the historic roadside markers for the project, and the Trail currently has coordinators in 46 states.
- X. Coordinate Local Media Events in Several Communities  
Continuing to provide media support to partners. Will develop and pitch story ideas to state media when new communications firm begins.
- XI. Place Op-Eds in Major Newspapers in Each State  
Will develop and pitch op-eds to major newspapers in each state when new communications firm begins.
- XII. Event in a Box  
Staff has identified a print shop that will work with the WSCC to create the "Event in a Box", and from October-November staff will identify the contents of the box and begin the design process. The goal is to provide governors and other state officials, legislators, and organizers with a Centennial Event Package with a guide for planning a commemorative reception or public event.
- XIII. Outreach to State Governments to Encourage Commemorative Activities  
Will be prioritizing partnerships with national associations to use their listservs to assist in distributing information and materials for centennial planning. Continuing to contact state and local governments and recommend 1) Executive Orders; 2) Joint Resolutions; 3)

Lighting buildings in gold; 4) Displaying suffrage exhibits; 5) Holding press conferences or commemorative events.

- XIV. Outreach to Organizations, Member Networks, and Communities throughout States  
Will work with national headquarters of organizations with nationwide reach to distribute centennial planning tools to organizers and communities across the country.

### **Discussion**

Commissioner Siebel Newsom offered some celebrity contacts for the Tennessee events.

Vice Chairwoman Shogan asked if anyone has inquired whether the Commission would provide budget support. Ms. Millay replied that when asked, she responds explaining that the Commission does not provide grants but can provide materials. Chairwoman Combs suggested working with cities and states.

Senator Mikulski asked about visual aspect of the Project 19 skydive. Ms. Millay shared that the skydivers have been training and will practice the formation, they will also be wearing purple and gold suffrage colors.

### **F. “Susan B. Anthony” Presentation - Carol Crossed, President of the Susan B. Anthony Birthplace Museum**

Susan B. Anthony’s Birthplace was restored in 2010. It is located in the picturesque former mill town of Adams Mass. After the passage of the 19th Amendment, her homestead was given to the Society of Friends. The Quakers used it as a modest museum until 1950 when it became privately owned.

In 1999, it was sold to the Freedom Trail Foundation in Boston. But attempts to raise funds to restore the homestead were unsuccessful. Meanwhile it continued to deteriorate. Its decline was near irreversible. In 2006 it was sold at auction. A Board was established of community leaders, women’s groups, historians and historical architects, and Anthony family descendants. In 2010 it was fully restored and opened as a Museum.

Today the museum showcases 14 exhibits. The centerpiece is the room of Susan B Anthony’s birth. Daniel Anthony, Susan’s father, ran a store out of the home. Its restoration includes items he may have sold. The Anthony family likely ate their meals in the Great Room. Today it displays the items and ephemera related to her extraordinary life, a life that changed the course of history.

This is Susan as she may have looked at age 6. She stands in front of the restored walk-in fireplace and hearth, the signature feature of Quaker life. Not only was photography non-existent in the early 19th c, but Susan’s Quaker parents would have considered an image other than a silhouette profile prideful, a violation of the ‘inner light’. This remarkable image of Susan was created by Synthespians Studios, a Hollywood digital film company that contributed to the production of The Polar Express. Later daguerreotypes of Anthony were regressed to create Susan’s childhood appearance.

Later images of Anthony and the suffrage movement are available through private collections. Vintage Tweets is an assembly of 400 100-year-old postcards. Instead of recreations, they provide authentic images, giving insight into Anthony's life and the radical era of suffrage history.

The Anthony homestead was built in the Berkshires by Susan's father Daniel in 1817. It sits on a rural road in the shadow of Mount Greylock, the highest peak in the state of Massachusetts. Susan's mother Lucy Read gave birth to Susan on a bitter cold day, February 15, 1820, 200 years ago. She was the 2nd of 6 siblings. Close by on the Tophet Brook, Daniel built, owned and managed the first whole-cloth textile mill in the Berkshire. In the tiny town of Adams, the Meeting House where they worshiped still stands in near pristine condition.

One wonders what her Quaker parents thought when Susan had her first photo made. She was a schoolteacher and wore a simple gingham dress. Susan taught for less than 8 years. But it was her teaching career shaped her activism for the next 60 years of her life.

Anthony witnessed first-hand the effects of alcohol on her students. Children were abused by fathers. Children were neglected by mothers who were abused by drunken husbands. A family's scant resources were spent to purchase liquor instead of children's shoes. Anthony joined a New York State temperance league. But much to her naivete, she found women were not allowed to speak at these gatherings run by men.

Anthony joined the Women's Christian Temperance Union. She and other female teachers like herself found an outlet for their concern for children. They wanted more money for education that could come from taxes on the liquor industry. They wanted to prevent children from dying from the swill milk epidemic, the contamination of cows' milk from whiskey mash. In order to advance domestic morality, they needed civic engagement. They needed the vote. Anthony's introduction to suffrage wasn't until 1851 when she met Elizabeth Cady Stanton, clearly next to Susan, the most recognizable name in suffrage.

Anthony didn't need persuading when her brother Daniel enticed her to fight for the vote for Kansas women. She was successful. Kansas women became the first to vote in municipal elections.

Kansas state flower, the sunflower, from that point on was adopted as the suffrage flower. Its graced china and letterheads. It was a favorite emblem on leather postcards made from deer hide. They remained popular even after new postal machines could not cancel them. They often stitched together to make pillowcases or dresser scarves.

During the Civil War, woman suffrage activism was put on hold. Susan's brother Merritt became a member in John Brown's army. But Anthony clung to her Quaker pacifist leanings. She refused to give enthusiastic support for the War.

Lincoln approved of the three central causes critical to Anthony's activism. Temperance, and abolition made clear the need for woman suffrage. They proved to be an unstoppable triangulation of radical women mass movement. Lincoln said he believed in "...sharing in the privileges of government, by no means excluding women." A lukewarm endorsement but Anthony and her abolition colleagues clung to it anyway. But Anthony thought the new President to be too weak in his opposition to slavery. She stated that her cause was 'human rights' not just women's

rights. She embraced that principle when her father Daniel died in 1862. Anthony chose Frederick Douglass to give the eulogy. This kind of friendship was unheard of not only prior to emancipation, but throughout the entire 19th c.

Despite this, modern day scholars accuse suffragists, including Anthony, of racist leanings. These accusations are not totally without merit. The 15th amendment that gave Negro men the vote left out women, both black and white. Suffrage leaders were bitter and angry. Their hostility split the women's movement. It was a rift that did not heal for 21 long years. In 1890 they unified under the National American Women's Suffrage Association. It was no surprise that the President of the NAWSA was Susan B Anthony.

After the Civil War, Anthony published *The Revolution*, by far the most out-spoken woman-run newspaper of its time. Its motto was Men their rights and nothing more. Women their rights and nothing less. The inaugural edition stated only 2 policies:

First there were to be no standing armies; She and colleagues like Julia Ward Howe saw the horror of war. Sons, brothers, and husbands died. Families were left impoverished and devastated. They supported less aggressive means to settle conflict. They wanted to bring men out of the bars and off the battlefield into the home where families could be nurtured.

This push-pull of children and families was not just at the center of the war and temperance debate. It was the apex of the suffrage debate. Anti-suffragists argued that children would suffer. The home would be abandoned, but suffragists believed the domestic sphere would not be destroyed. They could do both.

Anthony's National Women's Suffrage Association often employed non-threatening images of children and animals to promote their rights. The center of both domestic life and civil life was, after all, none other than the Mother. Montgomery Flagg's 1912 magazine cover became iconic. It read, "All mothers bring voters into the world." Their innocence made a statement about the virtuousness of their cause. Their propaganda was sold on NY City street corners by vendors along 5th Ave. Even holidays were opportunities to sell items and raise money for the ever-popular petition signings and suffrage parades.

Anti-suffragists countered with similar strategies. Like social media today, no other medium lent itself to exaggeration and ridicule like the hasty tweet of a 1 cent postal card. Children and animals were used in propaganda by those opposed to woman's suffrage. Nothing was sacrosanct. They used caricatures of Anthony herself portrayed women as menacing and intimidating. The anti's claimed that women who engaged in politics were going to disrupt the family. Not only were children going to suffer, but Fathers who were left to care for them were going to suffer even more.

It got worse. Male and female roles would be reversed. The domestic sphere and the civic sphere were going to be topsy turvy. Women would take up past times like golf. Even many women believed equality had its downside. The Anti's mocked women's love of peace and claimed women would become like men and take up arms. Artists predicted there would be frilly senatoresses and overbearing judgettes.

While Susan B Anthony pledged her own life insurance to advance education for women, other women feared disruption in the domestic sphere. And women who wanted their rights, the anti's declared, already had them.

Anthony claimed the bicycle represented woman's freedom. This simple two-wheeled contraption propelled woman toward independence. But it was also a measure of her independence. She no longer needed a chaperone to go where she pleased.

The jocular exchange extended to other modes of transportation and both sides added to the frivolity of the debate. An even greater reform came with the bicycle: freedom of movement required a different kind of clothing.

As early as 1850's bloomers became a fad. Anthony abandoned it quickly. It provided a distraction to the press and to the public from her message of suffrage. The bicycle didn't allow for multiple layers of crinolines and corsets. Carrying children downstairs and cooking near fires was always dangerous in frilly petticoats. Cinctured garments were unhealthy. But of greater importance was an attitude change. Women abandoned doll-like fashion that appealed to men.

But propaganda wasn't all innocent: violence was manifested often by liquor unions and saloon owners who wanted to silence women. Many hostile images printed in Germany for the American market were likely distributed by the American Brewers Association. Their greatest foe was women who wanted to vote for prohibition.

The militancy of Great Britain's suffragettes iconic window smashing was used to both promote and oppose suffrage in the American movement. As the news of violence spread, so did the communication of those who used it to harm or further their cause. It contrasted with the non-violent strategies like the forced feeding of Alice Paul. It is here at Occoquan that eventually won out over violence.

Photography became an asset to the cause in the years immediately prior to the passage of suffrage. No longer were descriptions of rallies and parades left up to the biases of newspapers. Anthony could never have imagined it. Her photo would travel all over the world. Truly, failure was impossible.

#### **IV. PUBLIC COMMENTS**

##### **Kaitlin Calogera – A Tour of Her Own**

A Tour of Her Own, women's history walking tour, covers different topics but focuses a lot on women's suffrage. The organization is looking for synergy and collaboration. The mission and vision are about sustainability and the goal is to keep sending these messages after the Commission closes. Kaitlin encouraged the audience to engage on social media.

##### **Pat Wirth – Turning Point Suffragist Memorial**

Pat Wirth expressed that she is thrilled to see all the work the Commission is doing. Not too many people know about suffrage movement history, so this is truly leaving a legacy and sharing the best kept secret in history. She thanked the Commission for being a partner. She also thanks the Commission for the statues that will be in the Turning Point Memorial. She suggested contacting Paula Casey, the suffrage point of contact in Tennessee. She also suggested contacting Molly

MacGregor from the National Women’s History Alliance because they have been around for over 40 years and they were the catalyst for getting National Women’s History Month.

**V. WRAP UP/CLOSING**

Chairwoman Combs encouraged everyone to tour the Occoquan Workhouse. She called for a motion to adjourn, and Senator Mikulski motioned and Commissioner Marenco seconded the motion.

The meeting adjourned at approximately 1:10p.m. EDT.

Interested states and organizations who would like to collaborate with the Commission in planning suffrage commemorative events may contact the Staff Director, Candace Samuels at [staff@womensvote100.org](mailto:staff@womensvote100.org).

Interested parties with any questions, comments, or concerns regarding the content of this meeting summary may contact the Designated Federal Officer, Stephanie Marsellos at (202)-707 0106; email: [stephanie@womensvote100.org](mailto:stephanie@womensvote100.org).

**VI. MEETING PARTICIPANTS**

**A. COMMISSION MEMBERS**

Susan Combs (Chairwoman), Assistant Secretary for Policy, Management and Budget, Department of Interior

Colleen J. Shogan (Vice Chairwoman), Assistant Deputy Librarian, Library of Congress

Barbara Mikulski, Former U.S. Senator, State of Maryland

Heather Higgins, CEO, Independent Women's Voice

Julissa Marenco, Assistant Secretary for Communications and External Affairs, Smithsonian Institution

Kay Coles James, President, The Heritage Foundation

Attended by phone:

Debra Wall, Deputy Archivist of the U.S., National Archives

Jennifer Siebel Newsom, Filmmaker, Actress and Public Speaker

Karen Hill, President and CEO, Harriet Tubman Home – a National Historic Park

Nicola Miner, Assistant Professor of English, College of San Mateo in California

**B. STAFF SUPPORT**

Anna Laymon, National Events Director, Women’s Suffrage Centennial Commission

Candace Samuels, Staff Director, Women’s Suffrage Centennial Commission

James Imoehl, The Heritage Foundation

Jerrica Smith, DHA Intern, Bureau of Land Management

Kelsey Millay, States Events Director, Women’s Suffrage Centennial Commission

Kim Oliver, Designated Federal Officer, Department of Interior

Louise A. Flavahan, John Hopkins University

Margaret Tribsch, Committee Management Officer, Department of Interior

Meagan Jennings, The Heritage Foundation

Petrina Williams, Susan B. Anthony List

Rebecca Kleefisch, Executive Director, Women’s Suffrage Centennial Commission

Stephanie Marsellos, Staff Assistant, Women’s Suffrage Centennial Commission

Attended by phone:

Becky Beland McNaught, State of California

Hannah Milgrom, State of California

Kelsey Kats, Senior Advisor, Department of the Treasury

**C. MEMBERS OF THE PUBLIC**

Ava Spece, President & CEO of the Workhouse Arts Foundation

Carol Crossed, Susan B. Anthony Birthplace Museum

Ella Schirelli

Kaitlin Calogera, A Tour of Her Own

Kaitlin Makuski

Lucy Beard, Alice Paul Institute

Megan Springate, National Park Service

Nancy Tate, 2020 Women's Vote Centennial Initiative

Pat Wirth, Turning Point Suffragist Memorial Association

Attended by phone:

Catherine Forsch, South Dakota Historical Society Foundation

Patricia Mitchell, Office of Tennessee Secretary of State

Renee Chanon

**APPENDIX A: MEETING MATERIALS**