



WOMEN'S SUFFRAGE CENTENNIAL COMMISSION

SEVENTH PUBLIC MEETING: DECEMBER 3, 2019

SUMMARY OF PROCEEDINGS

I. INTRODUCTION

The Women's Suffrage Centennial Commission (Commission or WSCC), with Ms. Susan Combs presiding as the Commission Chairwoman, convened its seventh public meeting on Tuesday, December 3, 2019 by teleconference. The meeting was called to order at approximately at 1:00p.m. EST.

The purpose of the meeting was to provide progress updates on the comprehensive list of programs, projects, and activities to commemorate the centennial of the passage and ratification of the 19th Amendment, and vote on the executive director role and subcommittee restructure.

II. SUMMARY OF KEY DECISIONS AND ACTION ITEMS

A. Key Decisions

- Anna Laymon was voted as the permanent Executive Director of the Commission.
- The Partnership Subcommittee was voted to be collapsed under the other existing subcommittees.
- The October meeting minutes were approved.

B. Action Items

- The WSCC staff will continue execution of approved commemorative projects.
- The WSCC Staff will contact several cosmetic companies for a partnership opportunity.
- The WSCC staff and Senator Mikulski will have a call to develop the Commission's partnership with the Berkshire Conference.
- The WSCC staff will keep Commissioners updated on the release of new webstore merchandise.
- The WSCC staff and Commissioner Siebel Newsom will collaborate on enlisting support from celebrities for the Nashville event.
- The WSCC staff will provide Commissioners with talking points and sample remarks for speaking engagements on the Google drive.
- Commissioner Mitchell will put the WSCC staff in contact with the American Legislative Exchange Council.
- The WSCC staff will share the U.S. Postal Service's centennial stamp design with Commissioners.
- Commissioner Carranza will send updates about the medal and coin to Commission once details are confirmed.
- The WSCC staff will share a floor plan of The Hermitage Hotel that highlights the history with Commissioners.
- The WSCC staff will look into selling the commemorative coin and centennial stamp as a set.
- The WSCC staff will organize a wrap up Commission meeting in October of 2020.

III. PRESENTATIONS, KEY DISCUSSIONS AND COMMISSION VOTES

A. Chairwoman Update

Chairwoman Combs began by thanking former Chair Kay Coles James and Vice Chair Senator Barbara Mikulski for their leadership and guidance during this transitional time. The Chair also thanked Rebecca Kleefisch, who served as the Executive Director, for her leadership, work ethic and efforts to commemorate the centennial of the 19th Amendment. The Chair also thanked Anna Laymon, who was previously serving at the Commission's Director of National Programs, for filling in as Acting Executive Director for the last two months. Chairwoman Combs stated that at the end of the meeting there will be a discussion and vote on Ms. Laymon's permanent appointment to the Executive Director role. The Chair shared that she is looking forward to hearing everyone's thoughts on the Commission's achievements in 2019 and the direction of work for 2020. The Chairwoman reminded everyone that one of her priorities, along with Vice Chair Colleen Shogan and Ms. Laymon, is to ensure that all Commissioners and staff feels invested in the mission and heard. The Chair encouraged anyone who has an idea or concern to communicate with her, the vice chair or Ms. Laymon. The Chairwoman also thanked each subcommittee and staff for all their hard work.

The Chairwoman called for a motion to pass the October meeting minutes. Commissioner Higgins made a motion to pass the October meeting minutes. Senator Mikulski seconded. No one opposed. The motion passed.

B. Acting Executive Director Update – Anna Laymon

Ms. Laymon shared that it has been her pleasure to serve as the Acting Executive Director and with the guidance and care of the Chair and Vice Chair, her intention has been to support the staff and keep the Commission moving forward on its mission to educate and inspire. Ms. Laymon thanked the Commissioners and staff for their support, outreach and deep care for mission.

Ms. Laymon shared that the WSCC team has made progress on the Commission's projects, campaigns, partnerships, and initiatives since the last meeting on October 3, 2019. A contract with communications firm, Edelman, has been signed and they will be providing media support to the Commission throughout 2020. Edelman will be working in local new markets and on a national scale to ensure this story is taught, told and remembered. Over the next month, they will be working to promote the Commission's webstore and partnership with the suffrage float that will be featured in the 2020 Rose Bowl Parade. Ms. Laymon also shared that the Multi-Media Subcommittee had a call with Edelman where they were able to ask questions about deliverables and the scope of work.

The fifth report to Congress and the President was submitted. The report includes progress and updates on the Commission's work from July to October 2020. The next report will be submitted in February and will include a full roadmap of the Commission's 2020 plans.

The contract for the webstore was finalized. The webstore is being called The Suff Shop, and all merchandise has been designed, finalized and launched in time for the Commission's goal of Black Friday. Ms. Laymon thanked everyone who helped promote The Suff Shop and asked for continued support from both Commissioner's personal and professional networks. Ms. Laymon also reported that the Commission will continue to add more merchandise to the webstore over the next year. Ms. Laymon shared that the webstore has so far made a few thousand dollars in sales and was an overall success. Ms. Laymon acknowledged the online shopping cart was slow during the launch but was quickly fixed.

The Commission has hired an additional program coordinator, Gabriela Hernandez. Ms. Hernandez will be starting on Monday, December 9, and has a background in event and program planning and working with offices on The Hill.

Ms. Laymon then reviewed a document shared with Commissioners titled "Recommended Commissioner Action Items," including five practical ways Commissioners can support the WSCC staff and work being done. Ms. Laymon encouraged the Commissioners to complete each of the action items.

Ms. Laymon reminded Commissioners of the shared Google folder, available only to Commissioners, that houses all WSCC documents in one place in effort to streamline. This includes past meeting minutes and materials. Ms. Laymon asked Commissioners to please let the staff know of any documents that should be in the shared folder and are not.

Discussion

Commissioner Higgins gave kudos to the staff for keeping the webstore open and fixing the online shopping cart unlike various other websites that shut down and lost million dollars' worth of business.

Chairwoman Combs added that she shopped on the webstore and shared the link with her friends and family. The Chair also suggested that a webstore shopping experience should be available during the Commission's time at The Hermitage Hotel in Nashville, TN or Seneca Falls, NY. The Chair suggested Commissioner Hill help with Seneca Falls webstore plans. The Chairwoman asked Ms. Laymon to keep the Commissioners informed on all webstore updates, including the release of new merchandise.

Commissioner Siebel Newson added that Reese Witherspoon has online company and store in Tennessee and probably would love to celebrate and champion this. Commissioner Siebel Newsom suggested to Ms. Laymon that this be included in the pitch to Reese Witherspoon. Ms. Laymon agreed and shared that The Hermitage Hotel has offered including the webstore merchandise at their hotel gift shop during the Commission's visit.

Commissioner Hill suggested involving the women's rights gift shop in Seneca Falls, which attracts women from all over the country. Commissioner Hill mentioned the sizing issue of the webstore long sleeved shirts and suggested reaching out to Delta Sigma Theta to fix sizing. Ms. Laymon responded that the staff made the intentional decision upfront when planning the launch to do unisex sizing, not just women's sizing, to keep the merchandise simple and streamlined. Ms. Laymon added that the staff is already working with the webstore contractor to add the women sizes.

Commissioner Wall shared that she would feel more comfortable accepting a speaking engagement if there were talking points or sample remarks available and requested the staff deliver those to the Google drive.

Senator Mikulski commended the staff for all their work and suggested connecting with individual women commissions under each state governor to help promote the Commission. The Senator also suggested working with the Berkshire group that will be on John Hopkins' campus in May of 2020. There will be 1500 women historians gathering to talk primarily about suffrage. The Senator requested a separate call to go into more detail about the Commission's involvement. Ms. Laymon

agreed to the call and responded that herself and the Vice Chair have been working closely with Dr. Jones on this project and are in the final stages of putting together an MOU with the Berkshire team. Ms. Laymon also added that the staff has been in close touch with the National Association of Commissions for Women, which represent all those specific women commissions under state governors.

C. Subcommittee Updates

50 States Commemorative Subcommittee

Director of State Programs Kelsey Millay noted that the meeting materials include a written 50 states and partnerships update which provide a detailed summary of the progress made since the last Commission meeting on October 3, 2019. Ms. Millay encouraged everyone to review the written update for a full status report and then explained the following few highlights.

I. Forward Into Light Campaign

The WSCC is building partnerships to ensure that buildings and landmarks across the country are lit up in purple and gold on August 26, 2020 in celebration of the centennial. This campaign is named after the historic suffrage slogan “forward into light.” Organizations that commit to lighting buildings and landmarks in their states and communities will be listed as partners of this campaign on the WSCC website. So far, the Commission has commitments from the National Panhellenic Council, U.S. Conference of Mayors, and National Foundation of Women Legislators to participate in this campaign. Also, a NY-based organization has put in an application for the Empire State Building to be lit up on August 26, 2020. In the next month, the staff will be ramping up outreach to recruit partners and confirm participants throughout the states.

II. State Centennial Planning Toolkits

The staff has developed a new State Centennial Planning Toolkit that provides historical background, event planning recommendations, and social media guidelines to help states in their planning. In November, Ms. Millay presented at the Women in Government conference in Washington, D.C. on this toolkit and received a lot of interest. The staff will also be presenting to the U.S. Conference of Mayors in January. The staff is developing 56 different versions of this toolkit with content specific to each state, territory and Washington, D.C. There is a general version of the toolkit on the WSCC website and the staff hopes to have all 56 versions on the website by mid-December. The staff has started distributing the toolkits upon request, and received interest from state suffrage centennial commissions, historical societies and state representatives.

III. Partnerships

The staff is developing a contract with the National Vote for Women Trail to get at least 5 historic markers placed in each state at sites relevant to the history of the suffrage movement. The staff expects the contract to be finalized by the end of January and for markers to be placed in all 50 states by the end of 2020. The WSCC will be listed as a partner on all these markers.

The Commission is contributing replica suffrage sashes and historical signs to Pasadena Celebrates 2020 for their suffrage-themed float in the Tournament of Roses Parade on January 1, 2020. There will be 18 people riding the float, including descendants of suffragists such as Ida B. Wells, Elizabeth Cady Stanton, and Frederick Douglass. There will

be 100 people dressed in white marching behind the float. These folks will be wearing the sashes and carrying signs. The WSCC is listed as a contributor in Pasadena Celebrates 2020's full page ad in the Tournament of Roses printed program and website.

The staff is also developing a partnership with the Girl Scouts to distribute suffrage-themed tablecloths to troops across the country for cookie tables and other events throughout 2020.

The Commission's plans for events in Tennessee are coming together. On August 18, the anniversary of Tennessee's ratification of the 19th Amendment, the Women's Skydiving Network will do a suffrage centennial skydiving demonstration into Nashville. That same evening, the WSCC will be holding a celebratory reception at the historic Hermitage Hotel. The staff is also developing an agreement with the Tennessee Woman Suffrage Heritage Trail to complete a women's suffrage monument in the city of Memphis. The WSCC will be permanently loaning statues of Ida B. Wells and Tennessee Representative Joe Hanover to the monument.

Discussion

Chairwoman Combs commented on how specific and useful the toolkits are and suggested that Commissioners share this information with their networks in different states. The Chair also suggested including the Kennedy Center in the Forward Into Light campaign.

Commissioner Mitchell asked about the status of sending letters to each of the state governors and the National Association of Governors. Commissioner Mitchell also offered to put the staff in contact with the American Legislative Exchange Council (ALEC) for communication to state legislators, as well as the National Conference of State Legislatures (NCSL). Commissioner Mitchell also mentioned that in reading a book by Reese Witherspoon, she discovered that suffragists wore red lipstick and suggested that maybe a cosmetic company can create a centennial red lipstick in partnership with the Commission. Ms. Millay stated that over the summer the WSCC staff had reached out to governor offices with Commissioner Siebel Newsom's help. The staff will continue to be in communication with governor's offices throughout 2020 and will initiate partnerships for Forward Into Light. Ms. Millay agreed to getting in touch with ALEC and has been in contact with NCSL and will follow up. Ms. Millay explained that WSCC Program Coordinator Stephanie Marsellos had noted that Reese Witherspoon has a partnership with Elizabeth Arden for red lipstick to promote women empowerment. This will be considered for the ask to Reese Witherspoon.

Senator Mikulski suggested contacting the Avon Corporation because they have been supportive of women. Several commissioners also suggested contacting Mary Kay Cosmetics as well.

Chairwoman Combs asked the staff to look into adding a red lipstick to the WSCC webstore.

Capital City Commemorative Subcommittee

Ms. Laymon reminded everyone that the full status report is available in the meeting materials and shared the following few highlights.

- I. Women's Suffrage Centennial Coin Act

The Women's Suffrage Centennial Coin Act was signed into law in November. It was supported Senators Blackburn and Gillibrand and Congresswomen Stefanik and Lawrence. The WSCC provided critical support for the bill since it was first introduced in the Senate and in the House in June, but most recently the staff conducted extensive outreach to Member offices in the House to encourage co-sponsorship of the bill. When the staff first started outreach, the bill had just over 100 co-sponsors, and when the staff finished outreach the bill had over 300 co-sponsors. Ms. Laymon thanked Ms. Marsellos for her outreach to make that happen. Ms. Laymon gave a special thank you to Commissioner Carranza, who has been working diligently with the U.S. Treasury throughout 2019 on the commemorative medal and coin. The Commission attended the commemorative bill signing with the President in the Oval Office.

II. Centennial Stamp

Earlier this summer, Congresswoman Lawrence's office sent a special letter to the U.S. Postal Service requesting a centennial 2020 stamp. The U.S. postal service announced they will be releasing a centennial stamp for 2020. The design was just unveiled, and Ms. Laymon will share the link with Commissioners following the meeting.

III. Lucy Burns Museum

The Commission has loaned two statues, one of Dora Lewis and one of Lucy Burns, to the Lucy Burns Museum at the Workhouse Arts Center where the suffragists were imprisoned after picketing The White House in 1917. The museum and statues will be unveiled in early 2020.

IV. Women's Suffrage Week

The WSCC will be sponsoring Women's Suffrage Week from May 10-17, 2020. During this week, the Commission will be bringing together all our federal and national partners for a shared week of suffrage history public programming. This could include panel discussions, documentary film screenings, open houses, family days, concerts, or anything that will bring people out of their homes and engaging in the history. The WSCC will serve as the central organizer and house all the information for Women's Suffrage Week on the WSCC website. The Commission will also be using a portion of its budget to promote and advertise the events.

Multi-Media, Education, and Engagement Subcommittee

Ms. Laymon reminded everyone that the full subcommittee report is available in the meeting materials and then reported the following few highlights.

I. Smithsonian Magazine

The Commission published its first article as part of the new partnership with Smithsonian Magazine. The article was about the connection between the song "Take Me Out To The Ballgame" and suffragists and vaudeville star Trixie Friganza. It has been read over 20,000 times.

II. Celebrity Book Clubs

With the help of Commissioner Siebel Newsom and her team, the staff is sending official partnership letters this month to the four major celebrity book clubs in the U.S. to feature suffrage history books.

- III. Facebook
With the help of Commissioner Miner, the staff is working on a partnership with Facebook to celebrate August 26, 2020.
- IV. Historian Blog Post Series
The Multi-Media Subcommittee has reallocated \$10,000 in its budget for a historian blog post series to be published on the WSCC website.
- V. Website
The staff has made important changes to the womensvote100.org website, including a news section, a kid's corner and The Suff Shop.
- VI. Podcasts
The staff is finalizing an MOU with the National Park Service (NPS) to work together and partner on a children's history podcast and adult history podcast, which will be released in 2020. NPS will be providing supplemental educational materials for the podcasts that can be resources for teachers across the U.S., and after the Commission sunsets next year, the podcasts and all related materials will continue to live on the NPS website.

Discussion:

Commissioner Dannenfeler praised the staff for all their hard work and the strategy in place for creating projects and partnerships.

The Chairwoman thanked the Commissioners for their knowledge and connections that they have brought forward to make these projects and partnerships possible.

D. Commissioner Discussion and Votes

Chairwoman Combs called for a motion to appoint Ms. Laymon as the permanent Executive Director of the WSCC. Commissioner Mitchell made a motion to appoint Ms. Laymon as the permanent Executive Director of the WSCC. Commissioner Siebel Newsom seconded. No one opposed. The motion carried.

Chairwoman Combs presented the idea of eliminating and reorganizing the Partnerships Subcommittee into the other three subcommittees. The work of the Commission and its partnerships will not change, this structural change will simply allow the staff to streamline their work and reporting. The Partnership Subcommittee has no money assigned to it, therefore there is no budget complication. Chairwoman Combs invited Partnership Subcommittee Chair, Commissioner Hill, to share her thoughts.

Commissioner Hill stated that she is comfortable with this idea and moving the Partnerships Subcommittee's work into the other subcommittees will help with timing and organizing partnerships.

Chairwoman Combs thanked Commissioner Hill for her input. The Chair called for a motion to eliminate the Partnerships Subcommittee and reassign the work to the other three subcommittees. Commissioner Hill made a motion to eliminate the Partnership Subcommittee and reassign the work into the other three subcommittees. Commissioner Higgins seconded. No one opposed. The motion carried.

Commissioner Hill commented on the newly released film, *Harriet*, and how powerful it was. The end of the film specifically highlights Harriet Tubman's contributions to women's suffrage. Commissioner Hill suggested the Commission watches the film together during the Seneca Falls visit, and possibly has a role in the public programming of Women's Suffrage Week.

Commissioner Mitchell suggests incorporating the book, *The Woman's Hour*, into the events at the Hermitage Hotel because of its timing and significance. The Chairwoman asked the staff to get a floor plan of the hotel that lays out the history.

Ms. Laymon shared that the plans for the Hermitage are history heavy and will include an open house, suffrage reenactors, historical interpreters in costume, tours of the Jack Daniel's Suite and Carrie Chapman Catt's room, prohibition themed pop-up bar, and the WSCC will also be providing a pop-up exhibit. Visitors will be able to feel the history when they enter. Elaine Weiss will most likely be there. The staff has spoken with Senator Blackburn's office and she will be represented there as well.

Commissioner Dannenfelser adds that she is bringing her daughter to The Hermitage Hotel and encourages Commissioners to bring their daughters and families.

Commissioner Carranza stated that she will share more dates and details about the medal and coin once she confirms with the Mint. Commissioner Carranza also suggested looking for an opportunity to sell a set of the both the commemorative coin and centennial stamp, which could possibly generate extra revenue. The Commissioner also noted that the marketing process would have to be reviewed and looked at in greater detail. There will be two separate launches, the medal will be in Philadelphia and the coin's launch location will be confirmed soon. Chairwoman Combs agreed and suggested the set be available on the webstore as well.

IV. PUBLIC COMMENTS

Lucy Gettman – Women in Government

Good afternoon everyone. I so congratulate the Commission and all the great work that is being done. I am Executive Director of Women in Government, a national association for women state legislators across the country. I want to give special recognition to the Commission staff, in particular Kelsey Millay, who just came off a great presentation at our national conference in Washington, D.C., where all the women state legislators got to learn about the state toolkits and all the resources available to them to go back to their states and their legislatures and spread the good word. So I just wanted to say thank you for all the great resources and information available from the Commission, and of course, to congratulate Anna.

Robin Jopson – Faircount Media

Good afternoon, this is Robin Jopson with Faircount Media. I just wanted to introduce myself. We are working with Anna and Kelsey regarding the publication for the centennial. I have not been listening to the whole conference, so my apologies if I missed out but I just wanted to see if anybody got any thoughts on the publication and where you would like it distributed.

The Chairwoman asked Ms. Laymon to respond to Mr. Jopson. Ms. Laymon thanked Mr. Jopson for joining and explained the Commission is working with Faircount Media, a partnership that Rebecca Kleefisch started early in the summer. The staff and Faircount Media are working together on a centennial publication to come out next year, it will be a commemorative, glossy magazine about 200

pages full of suffrage history. Ms. Laymon added that Robin and Faircount Media have been great to work with and they are helping to guide this project. The Commission does have full editorial control of the historical content and advertisements featured in the magazine as well. The staff is working with Robin to disseminate this magazine at all the Commission's events and speaking engagements throughout 2020. The editorial deadline is in February and the print date would be June 2020.

V. WRAP UP/CLOSING

Chairwoman Combs thanked the public for listening in and reminded the Commission of upcoming meeting dates. The next meeting will be in-person on March 3, 2020 at the Library of Congress from 9:30a.m. to 4:00p.m. EST. There will be a telephonic meeting on June 3, 2020 for subcommittee updates, the time is to be determined. The Seneca Falls meeting will be in July. The Nashville meeting will be in August. The Chairwoman reminded Commissioners to book their travel for all upcoming in-person meetings. The Chair suggested a final meeting in October to close out, reflect on all the work done and review the final budget.

The Chairwoman called for a motion to adjourn. Commissioner Mitchell motioned to adjourn and Commissioner Siebel Newson seconded. No one opposed. The motion carried.

The meeting adjourned at approximately 2:17p.m. EST.

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.

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.

VI. MEETING PARTICIPANTS

A. COMMISSION MEMBERS

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

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

Cleta Mitchell, Partner and Political Law Attorney, Foley & Lardner, LLP

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

Heather Higgins, CEO, Independent Women's Voice

Jennifer Siebel Newsom, Filmmaker, Actress and Public Speaker

Jovita Carranza, Treasurer, Department of Treasury

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

Marjorie Dannenfelser, President, Susan B. Anthony List

B. STAFF SUPPORT

Anna Laymon, Acting Executive Director, Women's Suffrage Centennial Commission

Becky Beland McNaught, State of California

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

Kelsey Kats, Senior Advisor, Department of the Treasury

Kelsey Millay, Director of State Programs, Women's Suffrage Centennial Commission

Stephanie Marsellos, Program Coordinator, Women's Suffrage Centennial Commission
Una Corbett, Research Intern, Women's Suffrage Centennial Commission

C. MEMBERS OF THE PUBLIC

Catherine Forsch, South Dakota Historical Society Foundation
Kaitlin Makuski, Susan B. Anthony List
Karin Schierhold, National Capital Planning Commission
Lucy Gettman, Women in Government
Marsha Weinstein, National Collaborative for Women's History
Pat Wirth, Turning Point Suffragist Memorial Association
Robin Jopson, Faircount Media
Stephanie Morris, Tallahassee Women Lawyers

APPENDIX A: MEETING MATERIALS