



**AMERICA250PA Chester County Commission Agenda** – as of 12/6/23 noon

**Dec. 7, 2023**

Hybrid Meeting:

In-person: Chester County Government Services Center, Suite 270 Conf Room, West Chester 19380

Or Zoom: <https://us02web.zoom.us/j/84857683706?pwd=WDIeTNoSm1PM2taMFFOdXI5dXR1UT09> Meeting ID: 848 5768 3706 Passcode: 042355

**RSVP if you are attending in-person so we can arrange seating.** RSVP to Heather Reiffer [hpreiffer@gmail.com](mailto:hpreiffer@gmail.com) 610.585.2724

4:00	1.	<b>CALL TO ORDER</b>	
	A.	Welcome & Introductions	David Blackburn
4:05	2.	<b>ACTION ITEMS</b>	
	A.	Approve Minutes	
		Motion: Approve draft minutes from the prior CC250PA Commission meeting.	
		Motion: Approve Committee reports since last meeting.	
	3.	<b>REPORTS &amp; DISCUSSION ITEMS</b>	
4:06	A.	<b>Nominating/CC250 Commissioner Recruitment</b> -Welcome 5 new Commission members approved by ChesCo Commissioners to their first official meeting: Green, Hawkins, Manion, Scanlon, thames-taylor -Orientation meetings have been held individually over past few weeks -Officers: Blackburn to remain as Chair til 2/1/24 when new Chair term begins -Officer Nominations: Commission members sought to serve on Officer <b>Nominating Committee</b> during Dec/early Jan, so slate of Officers can be presented & voted on at 2/1/24 meeting.	Brian O’Leary Karen Simmons
4:15	B.	<b>CC250 Commission: Shifting, Evolving Roles</b> -The focus of some activities in our <b>action plans</b> are being redefined/refocused -Roles in various committees are shifting: rebalancing expectations of what is implemented by CCPC staff, paid project coordinators, and volunteers -Plans to set meeting in January for Officers & Committee Chairs to discuss future structure -Envision <b>revisiting the CC250 strategic plan</b> together as full Commission at our Feb &/or April meeting, to clarify shifts in some action items and responsibilities	Brian O’Leary David Blackburn Karen Simmons Heather Reiffer
4:25	C.	<b>Ad Hoc Bylaws Task Force</b> <b>-MOTION: Approve updated bylaws</b> <i>Note: Task Force edits reviewed at 10/23 CC250 meeting. Reviewed and approved by CC Solicitor by 11/1/23. Again reviewed by Bylaws Task Force 11/6/23. Sent to CC250 Commissioners 11/7/23.</i>	Winnie Moran-Sebastian Esq. & Jane Dorchester Karen Simmons  Enc: Revised bylaws
4:30	D.	<b>PA250 Regional Initiatives Committee</b> -Review of all 250PA offerings, categorized by Yes Do, Yes Promote, Replicate, No. Discuss rationale. Questions, comments, further research/deliberations needed? <b>MOTION: Approve participation at levels decided upon.</b>	Randell Spackman Heather Reiffer  Enc: Action Plans: PA250 page
4:50	E.	<b>Partnership Outreach Committee</b> Awareness Outreach Campaign: o Star Spangled Invitation: join online = 20 to date o Info Cards o Intro to CC250 ppt at <a href="https://america250chesco.org/">https://america250chesco.org/</a> o Being developed: Specific <b>activity/event ideas for each Partner target market</b> o Being developed: <b>Outreach templates</b> with key Partnership Outreach Institutions (CCounty, CCHospital, WCUniv, CCBarAssoc) to raise CC250 Awareness, then Involvement, to constituents as community members o “250 is Coming” zoom sessions beginning in January & enhanced Awareness Outreach crowdsourcing on social media NEXT	Winnie Moran-Sebastian Esq. & Randell Spackman Karen Simmons Heather Reiffer  Enc: Your outreach list Intro to 250 ppt

		<ul style="list-style-type: none"> <li>○ Mobilize CC250 Commission Members as Ambassadors &amp; Advocates to Raise Awareness that “250 is Coming”</li> <li>○ List of your Top outreach groups</li> <li>○ “Intro to CC250” presentation ... small group practice at Feb meeting, to be ready to present at Spring gatherings</li> </ul> FYI/Discuss: <ul style="list-style-type: none"> <li>○ 250 Partnership Forum/s: June 2024 ... June 2025 ... June 2026</li> </ul>	
5:00	F.	<b>Education Committee</b> -Committee chair transition Nov 2023; shifting focus from curriculum to Resources & Partnership Outreach	Jenn Green Karen Simmons
5:05	G.	<b>Fundraising</b> -PA Infrastructure \$1.875M proposal submitted Aug 2023 ... no news -PA DCED Local Share ~\$1M proposal for 22 interpretive kiosks countywide at heritage sites ... submitted 11/30/23 -FR consultants: case statements, proposal writing, prospect research, designing individual FR campaign structure/approach	Karen Simmons
5:10	H.	<b>Marketing/Communications Committee</b> -Revisit purpose/aims/focus/composition in light of paid contractor services	Krys Sipple Jane Dorchester Karen Simmons
5:15	I.	<b>Chester County Heritage Tourism Plan</b> -Written plan should be available for CC250 Commission member review 2/2024 -SWELL creative brief & ChesCo Originals branding campaign (zoom 11/16/23) -ConsultEcon tourism visitation analysis (zoom 11/20/23)	Heather Reiffer link <a href="#">here</a> is SWELL's PDF version of the ChesCo Originals branding presentation
5:30	J.	<b>Heritage Sites Legacy Projects Committee:</b> Continuing well w/4 priority groups: <ul style="list-style-type: none"> <li>○ Philadelphia Campaign</li> <li>○ Iron &amp; Steel</li> <li>○ Pathway to Freedom</li> <li>○ Agriculture</li> </ul>	Mark Slouf, Randall Spackman, Rob Williams Heather Reiffer
5:40	4.	<b>Future Meeting Dates</b> ( <i>previously approved</i> ) <b>Sites</b> (TBD based on full-group attendance for in-person planning sessions at CCCBI vs hybrid at CCCF, as determined in Jan Officers/Chairs mtg) <b>MOTION: Approve holding CY24 meetings at CCCBI, 1600 Paoli Pike, Malvern &amp;/or CCCF, 28 W. Market Street. Being determined which are hybrid &amp; in person.</b>	David Blackburn Karen Simmons
5:50	5.	<b>Public Comment</b>	
5:55	6.	<b>Announcements</b>	
6:00	7.	<b>Meeting Adjourned</b>	

<b>Full Commission</b>	1st Thurs at 4	Thurs	Dec 7, 2023	4:00 pm	hybrid zoom	GSC, CCPC, Suite 270 Conf Room, West Chester 19380
<b>Full Commission</b>	1st Thurs at 4	Thurs	Feb 1, 2024	4-5:30 pm	hybrid zoom	CCCBI, 1600 Paoli Pike, Malvern or CCCF, 28 W Mkt WC
<b>Full Commission</b>	1st Thurs at 4	Thurs	April 4, 2024	4-5:30 pm	hybrid zoom	CCCBI, 1600 Paoli Pike, Malvern
<b>Full Commission</b>	1st Thurs at 4	Thurs	June 6, 2024	4-5:30 pm	hybrid zoom	CCCBI, 1600 Paoli Pike, Malvern or CCCF, 28 W Mkt WC
<b>Full Commission</b>	1st Thurs at 4	Thurs	Sept 5, 2024	4-5:30 pm	hybrid zoom	CCCBI, 1600 Paoli Pike, Malvern or CCCF, 28 W Mkt WC
<b>Full Commission</b>	1st Thurs at 4	Thurs	Nov 7, 2024	4-5:30 pm	hybrid zoom	CCCBI, 1600 Paoli Pike, Malvern
<b>Exec Comm</b>	1st Thurs at 4	Thurs	Jan 4, 2024	4-5 pm	zoom only	zoom from ChesCo CF
<b>Exec Comm</b>	1st Thurs at 4	Thurs	Mar 7, 2024	4-5 pm	zoom only	zoom from ChesCo CF
<b>Exec Comm</b>	1st Thurs at 4	Thurs	May 2, 2024	4-5 pm	zoom only	zoom from ChesCo CF
<b>Exec Comm</b>	1st Thurs at 4	Thurs	Aug 1, 2024	4-5 pm	zoom only	zoom from ChesCo CF
<b>Exec Comm</b>	1st Thurs at 4	Thurs	Oct 3, 2024	4-5 pm	zoom only	zoom from ChesCo CF

CC250 Questions, Comments, Ideas? Please contact CC250 Project Management Team:  
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