



MSCOD ADA 25th Anniversary Legacy Project
Communications Committee Meeting Notes

3-21-14

1:00-3:00 pm

Submitted by Colleen Casey (4-10-14)

Attendance: David/Dave Schwarzkopf (via phone), Dean Ascheman, Katy Wornson-Knaak, Mai Thor, Colleen Casey

1. Introductions
2. General updates on ADA Legacy committee work covered the following topics:
 - All Committees have now met, and their initial activities are underway as planned.
 - A merger of the Theatrical Production Committee and the ADA History Committee into one soon-to-be named committee will happen shortly due to our plans to create a documentary film in partnership with TPT instead of creating live theatrical performances.
 - A meeting with TPT regarding the development of a film is planned for March 26.
 - A conference call with a representative from the Minnesota Historical Society (MHS) to explore collaborating on a large, public 2015 ADA Anniversary Celebration act is planned for March 28.
3. Review of Communication Committee's purpose and goals.
 - We discussed how this committee's purpose and goals are to "capture, communicate, log and report" ADA Legacy Grant committee activities; to put committee activities on a timeline and communicate the overall effort; and to serve as a central repository for tracking Legacy Grant committee activity

4. Calendar for the next year: create work plans for each committee that includes meetings, events and deadlines; create work plan for large planning committee
 - We created a calendar and schedule of tasks with timelines to track all currently operating committees (planning for one yet-to-be named committee comprised of the merged Theatrical Productions Committee and the ADA History Committees).
 - We discussed the possibility of planning an event the day before the large event in Minneapolis that would be celebratory in nature and perhaps include a banquet for heroes and champions of the ADA and a dance with pop up art.
 - We discussed the possibility of setting up a “day before” committee.
5. Marketing, advertising, communications plan
 - The point was made that we can’t use Legacy Funds for marketing, but that we want to have paid advertising including printing, flyers and pens.
 - We agreed to utilize social media once more is clear about our events.
 - We agreed to involve partners, such as CILS, in various regions to help promote outstate celebrations.
6. Other items
 - Suggestions for possible 2015 celebration guests included Dave Durenburger and Jim Ramstad.
7. Set regular meeting date and time
 - We discussed how we could possibly do this at the April 11th meeting of the full planning committee.

This work is funded in part with money from the Arts and Cultural Heritage Fund that was created with the vote of the people of Minnesota on November 4, 2008.