

NEBRASKA STATE QUARTER DESIGN COMMITTEE MEETING
STATE CAPITOL, ROOM 1507
LINCOLN, NE
Friday, May 30, 2003 – 9:30 AM

PRESENT: Secretary Gale, Tom Bassett, Roger Bruhn, Gordon Howard, Virgil Marshall,
Jodi Rave, Dr. Michael Schuyler
Staff member Sharon Hambek

ABSENT: Norman Geske

Open Meeting Notice: Secretary Gale noted there were enough members present to be sufficient for a quorum. He also stated notice of this meeting had been posted on the state's internet public meeting calendar from May 1, 2003 to May 30, 2003 in compliance with the Public Meeting Law. The agenda was also available at the web site since May 16, 2003. A motion was made by Tom Bassett, seconded by Dr. Schuyler to accept the agenda as presented. Motion carried unanimously.

Introduction: Secretary Gale asked each member of the committee to introduce themselves, who appointed them to the committee and tell a little about their background.

History: It was noted the Commemorative Quarter Program is a 10 year initiative, beginning in 1999 and concluding in 2008, commemorating each of the 50 United States. Secretary Gale explained that since Nebraska was the 37th state to join the union, the Nebraska quarter will be the 37th one released. This will take place in March, 2006.

U.S. Mint Guests: Secretary Gale introduced Gloria Eskridge, Associate Director Sales and Marketing and Jean Gentry, Deputy Chief Counsel, both from the Department of the Treasury, U.S. Mint.

Ms. Eskridge relayed a little of the history of the program and how the Treasury Department has discovered the importance of working very early and often with the states as they work through the process of their quarter design development. One of the big elements of this program is to educate people across the nation on history in each state.

Ms. Gentry stated there are three elements the mint will be looking for in a design; those are as follows:

- 1) Coinability (something that can be reproduced in a large quantity, can be used in vending machines, etc. etc.)
- 2) Historical accuracy (the mint will work very closely with the state to make sure every element on the design is historically accurate)
- 3) Appropriateness (should be dignified and not frivolous)

Ms. Eskridge and Ms. Gentry gave some general guidelines for elements that should NOT be used on the quarters. One of the things they mentioned is something that is popular now but is only a fad should not be used. It is inappropriate to use any depiction of a religion or a sport. No state flag or seal may be used; however, parts of the flag or seal can be used. No head or shoulders/bust of any person living or dead may be used and no portrait of any living person may be used. There should be no symbol used that can be

seen as an endorsement for any commercial product or brand. Even the depiction of a car, tractor, etc. should be completely generic.

It was explained that in submitting concepts in a narrative form, it gets away from setting an expectation from an artist that their design will be reproduced exactly as they had submitted it. It gives the state a lot more latitude in the final design.

They suggested that as a normal rule – a simple design is a better design. A single element that stands out usually look better than several elements in the small space. They did say that wording can be used; and in fact, most quarters do have some wording identifying an element on the coin.

The mint will request source material to support the narrative. Photographs may be used for this. A really good design could be submitted as a resource material as long as a release from the individual developing the design accompanied it.

Ms. Gentry explained the Committee would select and propose 3 to 5 concepts in narrative format that would be submitted to the U.S. Mint. Engravers at the mint would develop these into the design concepts. During this process the mint representatives would be working very closely and frequently with the committee to make sure they are designing what the committee intended and to check accuracy of all elements of the design. Once this has been accomplished, the 3 to 5 designs would be taken to the mint's advisory committees for review. If these committees make any recommendations, those recommendations are discussed with the state again prior to any changes being made. Following this process the designs are sent back to the state to make their final selection. It is up to the state how this final selection is made; some states let the public get involved in this final process while others just have the Governor make the selection. This final selection is then sent back to the Secretary of Treasury for the ratification. The legislative bill is very clear that the Secretary of Treasury will make the FINAL selection. It must be determined by the state who will be OFFICIALLY sending final design to the mint. This may be done by either the Governor or the Secretary of State, whichever has been given the authority within the state to do so. The mint must be notified of this decision prior to the submission of the final design.

Ms. Gentry explained the U.S. Mint MUST receive unconditional rights to ALL elements in the design. These designs have many secondary uses so they must obtain these rights. There have been cases where the license for a particular element belonged to a family or the licensing company just simply could not give unconditional rights and those elements had to be eliminated from the design.

Ms. Gentry stated she would send the copies of narratives submitted from other states as examples. Ms. Eskridge stated she would send the name of the person from her staff that would be working with the committee through the entire process. Ms. Eskridge will also have another staff person we will work with for just the launch phase of the program. Both ladies invited the committee to contact either of them any time we had questions.

The mint will need the state's 3 – 5 narratives no later than September, 2004 with the final design approved by the Secretary of Treasury by June, 2005. Nebraska's quarter will be released sometime during March, 2006.

Ms. Eskridge passed around samples of some of the uncirculated sets the mint will have for sale the year the Nebraska quarter is released. They produce a set each year for the states released in that year. These are of higher quality than the circulated coins. They explained each quarter is only produced for ten weeks and will not be minted again for circulation. The quantity minted is based on the demand of commerce. Ms. Eskridge invited the committee to visit either the Philadelphia or the Denver mint during this process if they would like. The committee would only need to notify them in ample time and they would make the arrangements.

The mint also has an education program regarding these quarters. They develop lesson plans for K-6 and are hoping to begin developing plans for higher grades. They strongly encourage states to push having these plans taught in the schools. These plans should be available in September of 2005. They are downloadable free from the U.S. Mint web site. Ms. Eskridge invited anyone that would like to take a look at what they provide to visit the mint web site at www.usmint.gov. Once at the site click on "h.i.p. pocket change" to see what is available. The mint will also run a special section on their site about the Nebraska quarter during the ten week period it is being produced.

Ms. Gentry stated she will send some information to the committee from other states that have already been through the process and have given permission for her to share it.

Ms. Eskridge talked a little about the launch of the Nebraska quarter. The launch should occur about one week after the shipment to the Federal Reserve. Some states have the launch tie in with an event that is taking place in the same time frame or it can be a "stand alone" event. They do encourage states to have lots of participation by students. Her staff person will assist with ideas for this part of the program once the final design is selected.

A brief discussion was held regarding what other states have done to help finance this undertaking, especially the expense that might be involved with the launch event. The representatives stated that some states have actually received some private donations for this. These dollars would need to be run through a foundation with the money coming into the foundation and bills paid by the foundation. It was suggested the State Bank Association might be a good option. John stated he is a member of the board for the NEBRASKAland Foundation and would be glad to ask if they would be willing to be this avenue. The committee agreed to have John approach them about this idea.

It was decided that Ms. Eskridge and Ms. Gentry would meet with a subcommittee to discuss some administrative information following this meeting at 12:30 pm in John's office.

The committee recessed at 10:55 am to reconvene at 11:10 am.

Chairman John Gale called the meeting back to order again at 11:15 am with all members that were originally present in attendance at that time.

Subcommittees: It was decided the Committee, at least at this point, should have three sub-committees as follows: Administrative Subcommittee, Categorizing Subcommittee and a Public Comment Subcommittee. Volunteers were called for with the following members agreeing to serve on the committees:

Administrative Subcommittee – John Gale and Tom Bassett

Categorizing Subcommittee - Roger Bruhn, Virgil Marshall and Roger
will see if Norman Geske would like to serve.

Public Comment Subcommittee - Jodi Rave (once she has obtained the
approval of her editor) and Gordon Howard

Chairman Gale reminded all members of the subcommittees that they do NOT have the authority to act on their own – they must only bring recommendations back to the full committee and the committee as a whole will make the final decisions. He also informed the committee that to stay in compliance with the Public Meeting Laws – no four members of the committee can meet at any one time or they would be in violation of the law.

Miscellaneous Topics: A question was raised as to why fourth graders were focused on for this program. That grade is not specifically mentioned in the statute; however, it is a good age to work with.

The question was raised if there would be a time when committee members would have the opportunity to share with the full committee the suggestions from the public they had already received. Some elements that have already been suggested are Chimney Rock, Arbor Lodge, the State Capitol and Sower and the Homestead National Monument. It was decided this information should be gathered at a later date. John stated the committee really needs, at this time, to keep an open mind on what might appear on the Nebraska quarter and get the input of the public before any decisions are made. If any member has the name of someone that would like to submit a design they should get that information to Sharon Hambek and she can send out a design form packet.

Web Page: A copy of the web page that had been designed, but had not yet been put live on the internet, was presented to the committee for approval. Discussion was held with regard to what the committee may want added at a later date, i.e. the possibility of scanning some of the designs and featuring a few designs a week or a month. Dr. Schuyler made a motion approving the Secretary of State's office to proceed with the web page as presented and discussed, seconded by Mr. Bassett. Motion carried unanimously.

Committee Information: Members of the committee were asked to check their contact information on the list that was handed out. Committee members were also asked, for those who have them, to get their e-mail addresses to Sharon Hambek so they can be added to the list. Once the e-mail addresses have been added, a new copy of the list will be given to all committee members.

Designs: Discussion was held as to how best handle those designs already submitted, both by adults and by students. It was decided the Categorization Subcommittee should review the designs and separate them by categories for the whole committee. Those adults who have contacted the office about submitting a design will be sent a form letter over John's signature, a design form and a copy of the design parameters.

Once the committee has decided on the process for soliciting and gathering the public's input for the design a press release will be sent out to all media. Jodi Rave was asked to do this as part of her membership on the Public Comment Subcommittee.

Next Meeting: Mr. Gale shared with the committee some of the dates in June and July that would work for his calendar. Following a discussion it was decided to hold the next meeting on June 23rd from 9:30 AM to 12:30 PM at the State Capitol with the exact room to be determined at a later date. Members were also asked to check their calendars for the dates of July 8th or 9th and let Sharon Hambek know if either of those worked for a possible second meeting. Expense vouchers were handed out for all members to fill out for mileage, overnight lodging and any meals associated with that. These need to be returned to Sharon Hambek.

Copies of Tapes: Gordon Howard asked if he could get a copy of the tapes of the meeting. Mr. Gale said that his office would see to it that he received these. Sharon will send a copy of the minutes and the press release to all committee members as well.

Newspaper Article: Jodi Rave asked if the committee would have any objections to her writing a column for the *Lincoln Journal Star* about the committee's plans. It was felt she should acknowledge her membership on the committee in the column. This column would go out to all the "sister" papers of the *Journal Star* but not to other media. The press release that will officially be from the committee will go to all media. It was decided any committee member could write their thoughts/opinions that could be published so the committee found no reason that Jodi could not write a column.

Adjournment: The meeting was adjourned at 12:20 PM.

Respectfully submitted,

Sharon Hambek
Secretary of State Office
Event Coordinator