

MINUTES
TEXAS AMERICA250 COMMISSION
Bullock Texas State History Museum
1800 N. Congress, 4th Floor Boardroom
Austin, Texas 78701
November 14, 2024
11:00 AM
VIDEOCONFERENCE MEETING

The Texas America250 Commission convened with the following designated Members of Commission Agencies in attendance: Margaret Koch, Presiding Chair, Bullock Texas State History Museum, Pat Hardy, State Board of Education and Rodney Franklin, Director of Parks, Texas Parks and Wildlife Department Jelain Chubb, State Archivist & Director, Texas State Library and Archives Commission, and Tim Fennel, Director, Travel Texas, Economic Development and Tourism, Governor's Office. Commissioner Lynn Young was excused.

I. Call to Order and Establishment of a Quorum, Introductions

Margaret Koch, serving as the Commission's presiding chair, called the meeting to order at 11:00 am and called roll. A quorum was established.

Chair Koch called on the Advisory Panel to introduce themselves. Advisors present: Rebekah Dobrasko, TxDot; Kierstan Schwab, TX PBS; Jacqueline Walker, Secretary of State's Office; Nathan Jones, Alamo Trust; Monte Monroe, State Historian; Christine Jacobs, National Park Service A250 liaison for Texas; Ali James, State Preservation Board; John Espinosa, Granaderos y Damas de Galvez; David Preziosi, Texas Historical Foundation; Christina McKinney, Governor's Commission on Women; Desmond Bertram-Pitts, Buffalo Soldiers National Museum. Additional attendees included: Fidel Santos, Granaderos y Damas de Galvez; Freddie Bustillo, Granaderos y Damas de Galvez; Robert Freeland, Granaderos y Damas de Galvez; Steven McFarland, Harrison County; and Michelle Norris, Cultural Affairs, City of Frisco.

Suzanne Kho and Sarah Walters from Keep Texas Beautiful were introduced as a guests.

II. Discussion and Possible Action on Approval of Minutes from Previous Meetings

Chair Koch called for a motion to approve the minutes of the last Commission meeting held on October 10, 2024, as presented. Pat Hardy so moved and Rodney Franklin offered a second. The motion carried and the minutes of the previous meetings were adopted.

III. Consideration of the Following Agenda Items:

Item 1. Presentation: Great American Cleanup® Presented by Suzanne Kho, Executive Director, Keep Texas Beautiful

Keep Texas Beautiful (KTB) is a state affiliate of Keep America Beautiful (KAB), with a mission to inspire and empower Texans to keep our communities clean and beautiful. KTB achieves this through local partnerships, environmental education, public awareness initiatives, year-round

clean up programs. In honor of America's 250th birthday, Keep America Beautiful has launched the Greatest American Cleanup initiative. This campaign encourages Americans to "do beautiful things" by cleaning and improving their community. The initiative aims to pick up 25 billion pieces of litter, increase recycling rates, and beautify 25 thousand communities across America by July 4, 2026. Communities may sign a [declaration of action](#) to organize cleanup events, planting events, recycling drives, and dialogs and community celebrations. Several state Commissions have partnered with KAB affiliates to support this initiative commemorating America's 250th anniversary. A link to the Greatest American Cleanup will be included on the Texas America250 website to promote the initiative. For further collaboration, local affiliates of Keep Texas Beautiful can be found on the [KTB website](#).

Item 2. Discussion/Possible Action regarding Texas Logo Licensing Agreement

With the assistance of the Texas State Library and Archives Commission's legal counsel, a Texas Logo Licensing Agreement was drafted for parties interested in using the Texas logo and the words America 250 for their marketing and/or product. Legal counsel posed a few questions for the Commission to discuss. The Commission decided there would be no charge for licensing and no regional restriction use. The Commission will not review all marketing materials but will require application submissions, including artwork and final products for archiving. Jelain Chubb proposed that two commissioners review applications and make recommendations for Margaret Koch to sign agreements as presiding chair. Rodney Franklin seconded and motion passed. Texas logo licensing applications will be reviewed monthly by Pat Hardy and Jelain Chubb, and recommended for approval with signature by the Chair.

Item 3. Update on Draft of Introductory Letters/Press Releases

Jelain Chubb and Monte Monroe will proceed with drafting introduction letters and potential press release to the Commission for review for wide distribution throughout Texas. No action needed at this time.

Item 4. Agencies' and Advisory Panel Member Updates on America250 Planning

Steve McFarland provided updates from the Harrison County Commission meeting. The county's [website](#) is now live, and they are developing a podcast connecting music and history. An e-commerce store has been created to sell semiquincentennial commemorative items. Harrison County is awaiting Texas Logo Licensing Agreement to proceed with production.

The Granaderos y Damas de Galvez expressed interest in utilizing Texas logo as email signatures, which will require an agreement to be signed.

Chair Koch called for a motion to extend the meeting at 12:05 p.m. Jelain Chubb so moved, Pat Hardy seconded. Meeting continued.

Made by Us is an initiative designed to inspire and engage young people in civics education. As part of its efforts, the initiative has developed a Youth250 Toolkit, a resource designed to engage Gen Z in the 250th. The toolkit will be available November 2024.

The Bullock Museum is preparing a special 2026 exhibition titled *Texas Festivals: Creating Community through Celebration*. Migration to a stand alone Texas America250 website is progressing. Commemorative Texas America250 pins should go into production soon for the upcoming legislative session. Margaret Koch met with author Stephen Harrigan, who recommended the Commission have a tag line celebrating Texas as the spark of America. She also plans to reach out to the Texas Veterans Commission to invite their involvement.

Monte Monroe plans to contact the East and West Texas Historical Association and the Texas State Historical Association to seek potential advisory panel members. Jelain Chubb recommended Nancy Baker Jones, president of the Ruthe Winegarten Foundation for Texas Women's History, as a potential panel member. Christine Jacobs suggested "America250" as the theme for Real Places 2026 and will contact representatives from military bases to seek advisors.

A Texas America250 Newsletter is planned for release in January. The newsletter will provide updates, events, and initiatives related to Texas' commemoration of the semiquincentennial, keeping everyone informed on how the state plans to mark the historic milestone.

IV. Public Comment

Chair Koch called for anyone wishing to provide public comment on any matter pertaining to the Commission; no public comment registrations forms were received.

V. Adjournment

December meeting has been cancelled due to holiday season. Next meeting is currently scheduled for January 9, 2025.

With no further business, the Chair requested a motion to adjourn. Pat Hardy made a motion to adjourn the meeting, Rodney Franklin seconded, and the motion carried.

The meeting was adjourned at 12:19 p.m.