

**Minutes of the Flight 93 Advisory Commission Meeting**

Meeting # 15

Saturday, January 27, 2007

Somerset County Courthouse, Courtroom 1

Somerset, Pennsylvania

Minutes prepared by:

Donna Glessner

Chairman John Reynolds called the meeting to order at 3:00 P.M.

**Commissioners Present:**

*Mr. John Reynolds, Chair*

*Ms. Donna Glessner, Vice Chair*

*Mr. Ken Nacke*

*Mr. Gary Singel*

*Mr. Greg Walker*

*Mr. Calvin Wilson*

*Mr. Dan Sullivan*

*Ms. Pamela Tokar-Ickes*

*Mr. Gordon Felt*

*Jerry Spangler (arriving at 3:30 PM)*

*Jerry Guadagno, Ed Linenthal, Brent Glass (joining at 3:25 PM) via teleconference*

**I. Opening of Meeting and Pledge of Allegiance**

Chairman John Reynolds welcomed the Commissioners and the members of the public, formally opened the fifteenth meeting of the Flight 93 Advisory Commission, and led the group in the Pledge of Allegiance.

**II. Welcome, Introductions and Opening Remarks**

Chairman Reynolds thanked Donna Glessner and others who were responsible for the presentation given after the Task Force meeting that described the past five years of the Ambassador program. He thanked the Ambassadors for their service to America. Reynolds also welcomed and congratulated Ed Root, the newly-elected president of the Families of Flight 93.

**III. Review and Approval of Minutes from October 7, 2006**

Chairman Reynolds asked for a motion to approve the minutes of the previous Commission meeting on October 7, 2006.

**Motion 07-12 Regarding the Approval of Minutes from October 7, 2006**

The Commission approves the minutes of October 7, 2006.

Moved: By Commissioner Tokar-Ickes

Second: By Commissioner Walker

Discussion from the Commissioners: None

Discussion from Public: None

Vote: All in favor, none opposed

Motion passes.

#### **IV. Reports**

##### **A. Lands**

Superintendent Joanne Hanley gave this synopsis of the progress in land acquisition:

Since the last Advisory Commission Meeting on October 7, 2006, the National Park Service Lands staff has continued to work behind the scenes on various title and environmental issues in anticipation that funding could be appropriated in the near future. Title matters include familiarization with and verification of core property ownership above and below the surface, including mineral leases, past and present. Environmental concerns remain focused on the acid mine drainage issue being monitored by PBS Coals, The Conservation Fund, NPS and the Pennsylvania State Department of Environmental Protection. A meeting is scheduled for February 13, 2007, in Harrisburg with affected parties and the DEP Secretary to further discuss the issue and outline necessary steps toward resolution.

NPS Lands staff maintains frequent communication with core landowner Svonavec, Inc., regarding title and appraisal matters.

The Families of Flight 93 are in contact with the NPS Lands staff. They now own the Vish property and are working on acquiring the O'Barto and Mock properties.

The Lands Oversight Committee conference calls continue on a monthly basis for the benefit of exchanging land acquisition information among and between the NPS, partners, and The Conservation Fund.

Ms. Hanley concluded by expressing her hope that the federal appropriation of \$5 million for land acquisition will be approved in the next few weeks.

Mr. Reynolds expressed thanks to the Families of Flight 93 organization and to their Vice-President, Patrick White, in particular for working with landowners and with Somerset County to move the whole process along.

Superintendent Hanley then shared the lands report from The Conservation Fund (TCF) as follows:

The Fund has facilitated a meeting between PBS and PA DEP to discuss steps necessary for the release of PBS's coal mining bonds which are associated with 900 acres +/- of surface ownership within the boundary. Release of these bonds is necessary before the Conservation Fund can close on the property. This meeting has been postponed several times, primarily due to the DEP Secretary's calendar. This meeting is now scheduled for February 13, 2007.

The Conservation Fund worked with the PA Game Commission and the NPS to purchase the Berwind property. This parcel establishes the new State Game Land 93 (SGL93). SGL93 will eventually include the Consol property that was donated to TCF several years ago, and the 70-acre PBS parcel that is to the north of US 30. It is also possible that SGL93 could be extended further to the north onto other parcels that are now under coal company ownership.

TCF has sold the Marion 7400 dragline. This is the smaller of the two draglines. It should be removed from the premises before fall 2007. There are no interested parties for the larger Marion 7500.

TCF continues to hold three subsurface mineral parcels which partially underlie the southern portion of the Memorial. We hope to complete the sale of these rights to NPS as soon as possible.

Chairman Reynolds asked that the minutes reflect the Commission's thanks to the PA Game Commission for establishing SGL 93.

## **B. General Management Plan/Environmental Impact Statement**

Project Planner Jeff Reinbold provided the following report:

**I. GMP/EIS Status** –The project team has drafted the Final Environmental Impact Statement (FEIS). It includes a summary of public and agency comments on the Draft GMP/EIS and responses. The FEIS has been approved by the Northeast Region compliance staff and is being shared with the Department of the Interior solicitor for the Northeast Region.

**II. Project Schedule** – Once any comments by the solicitor are incorporated into the document, the FEIS will be shared with the Partner leadership and the GMP committee. The FEIS will also begin concurrent review in the Northeast Region and Washington Office of the National Park Service. Once approved, the FEIS will be released to the public for 30-days. At the conclusion of this period, the NPS Northeast Regional Director will sign the Record-of-Decision, ending the process.

**III. Corridor Planning Study** – The Flight 93 National Memorial Corridor Planning Study is underway. The firm of Lardner/Klein Landscape Architects of Alexandria, Virginia, is under contract to Somerset County to prepare the study. The purpose of the study is to understand the needs and desires of local landowners and business owners located along the corridor which visitors will travel to reach the memorial, and to give local officials options for managing and directing growth along this corridor.

Elected officials from the county, the townships, and boroughs along the route continue to meet throughout the process. An Advisory Committee of local landowners, business professionals and leaders has also been created. Commissioners Glessner and Walker sit on these committees.

An open house was held on January 22<sup>nd</sup> and included an overview presentation as well as a presentation by noted planner and preservationist Shelley Mastran, on examples of “better models” for development. Those attending were encouraged to share their thoughts about the future of the travel route to the national memorial. Reinbold shared some slides which were shown at the open house illustrating various scenarios which may develop over time along the corridor in absence of any land use regulations. Approximately 200 people attended the Open House. Reinbold thanked the County Commissioners for their willingness to sponsor this study and to give the public a voice in this issue. In the future, a land-owner survey will be sent out to solicit opinions from others who could not attend the meeting, and a future public meeting may be held. By spring, draft recommendations for guiding development in the Corridor Study Area will be prepared and put out for public comment.

Commissioner Tokar-Ickes expressed her feeling that the public meeting and the study in general is a good start in soliticiting the opinions of Somerset County residents and involving them in determining future directions for the development which will result from the creation of Flight 93 National Memorial.

*(Commissioner Brent Glass joined the meeting by teleconference at this time, 3:25 PM.)*

**C. Design Process** – Project Planner Jeff Reinbold provided this summary of the progress on the design process:

1. Paul Murdoch Architects (PMA) is now under contract to perform work for the NPS. He has a complete team on board to assist with all aspects of the design and construction. We are now in the Pre-Design phase which began with several meetings in Somerset and an interpretive planning workshop in Washington D.C. in October. The pre-design phase is a bridge between what Murdoch Architects did for the design competition and the formal NPS planning and design process. The team is in close contact with the Denver Service Center of the National Park Service.
2. Over the past several months, the design team has conducted bi-weekly conference calls and consulted with many local and national experts and park service personnel on a broad range of issues that include:
  - Re-vegetation of mining sites
  - Site utility options
  - Environmental challenges
  - Sustainable design goals
  - Security level and measures
  - Visitor center space and building requirements
  - Park operations and maintenance
3. In November some team members were able to:
  - Meet with Somerset County Planning and Penn DOT representatives to discuss traffic and driveway parameters for the park entrance at Route 30;
  - Meet with DEP representatives to review the site's mining history and constructed wetlands;
  - Conduct a partial site survey that staked the center of the allee and ring road to allow a site walk to verify design assumptions about its scale and location. More work of this nature will be done in the spring.

All of this information will be compiled into a pre-design report prepared by PMA. This will be the first overview of all the construction costs based on design assumptions and taking into account various cost increases since the time of the competition.

*(Commissioner Jerry Spangler arrived at this time, 3:30 PM.)*

Reinbold commented that it was very exciting to stand on the site with the team and see stakes in the ground indicating the location and scale of the allee of trees and come to understand just how powerful this place will be, how fitting a tribute it will be to the crew and passengers of Flight 93.

Chairman Reynolds asked Reinbold to name the members of the Design Oversight Committee. There are two members from each partner group. They are: Chairman John Reynolds and Mike Watson, representing the Commission, Jeff Reinbold, Joanne Hanley, and Keith Newlin from the NPS, Gordie Felt and Patrick White from the Families of Flight 93, and from the Task Force, Tim Baird and Ken Nacke.

## **D. Fundraising**

The following report was given by Jason Zajac of Ketchum Associates, updating the Commission and the public on activity since October and providing a preview of activities planned for 2007:

### **1. CAMPAIGN INCOME SUMMARY (as of 1/15/07)**

- Total Number of Pledges & Gifts / Total Amount Raised: 20,198 / \$9,456,000

Zajac noted that since the report was compiled the campaign has surpassed the \$10 million mark. This represents 33% of our fundraising goal. Zajac reported on successes in the regional fundraising efforts in Somerset, Johnstown, and Pittsburgh, and the growth of gifts of all sizes. Zajac described the success of a regional fundraising event hosted by Campaign Chair Chris Sullivan in Tampa, Florida in November.

Zajac also announced that a fundraising brochure developed for the project by MARC USA won an award from the Pittsburgh Public Relations Society.

In 2007 the campaign anticipates holding more regional events, possibly in Philadelphia, Dallas, California, and Chicago. They are identifying leadership in these cities at this time. The Fundraising Oversight Committee also is investigating cause-relating marketing proposals and employee campaigns.

### **2. PUBLIC PHASE/DIRECT RESPONSE UPDATE**

Zajac provided statistics regarding website traffic by month, and the number of people visiting the website who actually make a donation.

Paul Cotton of Steven Winchell Associates then reported on the Direct Mail portion of the fundraising effort, speaking about gifts received from all over the country. He said the average direct mail gift was slightly more than \$50 per donor. Cotton feels that many of the donors are excellent candidates for larger gifts in the future. Contributions through the direct-mail campaign have ranged from \$1 to \$10,000. The piece mailed to prospective donors includes not only an invitation to contribute to construction of the memorial, but an opportunity to record one's thoughts and feelings about September 11<sup>th</sup> and Flight 93 on a "Flight 93 National Memorial Record of Remembrance". Cotton reported that "thousands and thousands" of responses have been received, many of which are very powerful indicators of the strong feelings that Americans have about this project. He has found reading the responses "incredibly inspiring".

Cotton reported that when the response is tallied from the large mailing just sent out in December, they expect to record donations for 2006 totaling more than \$275,000 coming from approximately 24,000 donors. Winchell hopes to continue the direct-mail campaign in 2007, hoping to raise more than \$1,000,000 toward construction of the permanent memorial.

Commissioner Spangler asked Paul Cotton to reflect on the success of the direct-mail campaign. Cotton replied that this has been "one of the most successful start-up, direct-mail campaigns in the United States." Commissioner Nacke asked Cotton about efforts to coordinate mailings with media events relating to Flight 93, such as the upcoming Academy

Awards ceremony. Cotton replied that the next large mailing is scheduled for March. They have in the past timed mailings to coincide with the release of the United 93 film in April 2006 and with September 11, 2006.

Commissioner Singel read a statement on behalf of Rick Stafford, the chair of the Fundraising Oversight Committee, which is attached to these minutes.

Chairman Reynolds noted that every member of the Federal Advisory Commission has contributed to the fundraising campaign.

### **E. Public Comment**

Chairman Reynolds asked for public comments, but there were none.

He announced that the next meeting of the Advisory Commission will be on April 28, 2007 in San Francisco, California. There will be an opportunity for the public and any commissioners who cannot travel to San Francisco to participate in the meeting by telephone from a connection in Somerset, possibly at the National Park Service planning office. Planning for this meeting will begin immediately so the public can be informed of the time and location of the meeting. Commissioner Linenthal inquired whether he could join the call by telephone from places other than Somerset and was assured that he could.

The meeting was adjourned at 3:55 PM following a motion by Commissioner Sullivan, seconded by Commissioner Tokar-Ickes.

**Attachment to the January 27, 2007 Minutes of the Flight 93 Advisory Commission**

**Report from Rick Stafford, Chairman, Fundraising Oversight Committee (FOC), Flight 93 Memorial Task Force**

**Read by Gary Singel, Flight 93 Advisory Commission Representative, FOC**

As you have just heard from Ketchum, our fundraising counsel, we are well underway in our capital campaign and have reached the \$10 million mark- 33% of our goal- in donations, pledges, and verbal commitments. Over 20,000 individuals, foundations, and corporations have joined us in the important task of memorializing the heroes of Flight 93, and preserving the sacred ground where they gave their lives so that future generations can find the importance, meaning, and relevance of September 11<sup>th</sup>.

We are pleased with many aspects of our fundraising activities that range from on-site and online donations and a successful direct mail campaign to many regional and local events. To add to our momentum, Ketchum has recommended, and the partners have agreed, that we include additional major activities to our fundraising plan in order to reach an even broader cross-segment of Americans as well as the corporate and philanthropic world.

In order to implement this expanded fund raising program, the National Park Foundation in conjunction with all partner groups, has, on behalf of all partners, retained a professional fundraising advisor. In the last several weeks, nearly 30 individual partner representatives have been interviewed to determine capital campaign objectives and assess progress. The Flight 93 National Memorial leadership looks forward to studying the forthcoming recommendations.

Meanwhile, we will continue to execute the current plan, maintaining our momentum and ensuring that the transition to any new initiatives is seamless. WE are anticipating great success as we branch out into new ventures and look forward to reaching our goal of \$30 million dollars with great confidence.