

Minutes of the Flight 93 Advisory Commission

Meeting # 14

October 7, 2006

Somerset County Courthouse, Courtroom 1

Somerset, Pennsylvania

Minutes prepared by:

Debbie Davis, Acting Office Manager and Budget Analyst, Flight 93 National Memorial,
National Park Service

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

Commissioners Present:

John Reynolds, Chair

Donna Glessner, Vice Chair

Gordon Felt

Jerry Spangler

Ken Nacke

Michael Watson

Gary Singel

Dan Sullivan

Pamela Tokar-Ickes

Calvin Wilson

Greg Walker

Brent Glass

Larry Catuzzi

Ed Linenthal via teleconference

Jerry Guadagno via teleconference

I. Opening of Meeting and Pledge of Allegiance

Chairman John Reynolds welcomed the Commissioners and the members of the public and formally opened the fourteenth meeting of the Flight 93 Advisory Commission.

Mr. Gordon Felt was sworn in as a Commissioner, and was presented with a letter of appointment from the Secretary of the Interior.

II. Review and Approval of Minutes from July 29, 2006

Motion 06-07 Regarding the Approval of Minutes from July 29, 2006

The Commission approves the minutes from July 29, 2006.

Moved by: Dan Sullivan

Second by: Ken Nacke

Discussion from Commissioners: None

Vote: All in favor, none opposed, none abstained

Motion: passed

III. Committee Reports

A. Lands:

Superintendent Joanne Hanley provided a brief land acquisition report. She stated the National Park Service staff has continued to assist the Families of Flight 93 in the acquisition of properties. A five million dollars acquisition budget was passed by the House and Senate markups, and should be taking up again in conference after Congress returns from their session after the election. She informed the committee they are now waiting for approval of the five million dollars to begin an active land acquisition program in addition to assisting the families of flight 93. The NPS staff has held about six meetings with various landowners since the last meeting, both on their own and as well with the Families of Flight 93.

The Families have acquired the Vish property and the NPS is working on a number of other acquisitions.

PBS Coals is working to finalize the last pieces of reclamation on the property before it can be acquired by the Conservation Fund.

The PA State Game Commission has purchase the Berwind property, located across Route 30 from the future entrance to the memorial, which will be called State Game Land 93. It will eventually include the Consol property that was donated to the Conservation Fund several years ago, as well as the 70-acres of PBS property. It is also possible that the State Game Land could be extended even further north. The NPS has entered into a cooperate agreement with the PA Game Commission to cooperate on potentially uses and activities on the State Game Land.

Patrick White, Families of flight 93, then reported the following:

Patrick White is acting as a buyer's agent on behalf of the Families. He believes they are at a point where they will be able to offer the Mock's a contract for purchase and plans to continue moving forward to acquire the 57-acre O'Barto property. He would like to in closing both properties within 60 days. He is working with the County Solicitor Dan Rullo in regards to the development of an arbitration appraisal agreement process with willing landowners.

Superintendent Hanley thanked the landowners for all of their cooperation on the September 11, 2006 5th anniversary event. The three large landowners that are affected are PBS Coals, Svonavec and the Kordell's at Rollock.

B. General Management Plan/Environment Impact Statement

Jeff Reinbold discussed the 60-day public review period of the GMP/EIS, which concluded August 14, 2006. He stated the NPS has received many positive comments from major state, federal and local agencies as well as numerous public comments. The project team is in the process of summarizing the comments, and as practice is working with the DOI Solicitor for a final review. Based on the comments received, there is no anticipation of any significant changes to the plan. All comments relevant to the plan

will be included in the document and summarized; a separate report with all of the comments received will be created and available to the public.

The next step is to complete the comments and issue the final plan in the coming months. There also needs to be a 30-day waiting period, and then the NPS Regional Director will sign the Record of Decision formally ending the planning process.

Motion 06-08 Regarding the Endorsement of the final General Management Pla

The Commission endorses the release of the final General Management Plan and Environment Impact Statement pending final review by the DOI solicitor, and recommends the management plan of the Secretary of the Interior.

Moved by: Calvin Wilson

Second by: Dan Sullivan

Discussion from Commissioners: None

Discussion from Public: None

Vote: All in favor, none opposed, no abstentions

Motion: passed

Johns Reynolds reminded everyone of the important role that former Advisory Commissioners John Felt played in the development of the General Management Plan and Environmental Impact Statement. Former Commissioner Felt paid particular attention to all of the critical issues pertaining to the environmental analysis, and did exemplary work on this project.

C. Design Process

Jeff Reinbold presented a PowerPoint status report. As of September 15, 2006 a contract was finalized between Architect Paul Murdoch, NPS and Denver Service Center that Mr. Murdock will be the architect of record for the project.

The contract will be administered through the Denver Service Center central contracting office. They have issued several pre-design cost estimating and miscellaneous meeting task orders. These meetings will give us the opportunity in the coming months to ensure that we fill any gaps that we had in the competition and to look at the cost estimate again.

At the end of September, a kick-off and scoping meeting occurred. Mr. Murdoch and several of his team members visited the site as well as participated in a workshop held in Washington, D.C. on interpretative planning. The agenda also covered topics such as project management coordination, workflow management, cost estimating, LEED certification, site conditions, vegetation, plantings and integration with interpretation, coordination with the Department of Environment Protection, site conditions,

The last meeting proposed o a Design Process Oversight Committee from each of the four partners groups, i.e. Flight 93 Advisory Commission – John Reynolds; Flight 93 Memorial Task Force – Tim Baird; Families of Flight 93 – Gordie Felt; and the National Park Service – Joanne Hanley or designee.

Mr. Reinbold discussed the design process next steps such as major milestones:

- Pre-Design completed by April 2007
- Schematic Design completed by May 2007
- Design Development completed by November 2007
- Construction Documents completed by June 2008
- Interwoven will be exhibit/interpretation milestones
- Project is targeting some sort of “ribbon cutting” for September 11, 2011 (however it must be noted this is extremely ambitious and may not be do-able)

In the next couple of weeks additional surveying and aerial photography will be developed. The planning team will meet at the end of October to discuss programming and infrastructure. The team would like to meet with PENNDOT about the intersection of the entrance road on US Route 30 as well as the site conditions and coordination with other regulatory agencies. The planning team is scheduled to meet bi-weekly, every other Thursday regarding the design process.

Motion 06-09 Regarding the formation of the Design Development Oversight Committee

The Commission supports the formation of the Design Developmental Oversight Committee comprised of one representative of each of the four partner groups to assist in issues as they arise, plus a larger design committee to assist with the work of the oversight committee, to have input in the key milestones, and to share information with partners groups.

Moved by: Ken Nacke

Second by: Greg Walker

Discussion from Commissioners:

Discussion from Public: None

Vote: All in favor, none opposed, no abstentions

Motion: passed

D. Fundraising

Jason Zajac from Ketchum, presented the following information in a PowerPoint. All figures are as of 9/30/06

The purpose of the fundraising report is to keep all partners abreast of the status of funding and what events are pending for future fundraising.

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| • Total number of gifts raised | \$ | 14,850 |
| • Total monies raised | \$ | 7,704,825 |
| • % of Minimum Goal | | 26% |
| • Number/Amount of Launch, Phase | | 12/\$3,440,000 |
| • Number/Amount of National Phase Gifts: | | 10/\$2,861,393 |
| • Number/Amount of Regional Phase Gifts: | | 34/\$85,373 |

- Number/Amount of Local, Phase Gifts: 84/\$292,833
- Number/Amount of Public Phase Gifts: 1,470/\$1,025,175
- Number/Amount of Verbals: 11/\$453,750
- Number/Amount of Pending's: 577/\$2,550,600
- **Launch Phase** - 22 Pittsburgh Prospects/12 Documented Pledges
\$286,666 Average Gifts/\$3,440,000 Amount Raised
- **National Phase** - 11 Documented Gifts/Pledges; \$2,961,393 raised
\$269,217 Average Gifts; 3/\$12,500 verbal commitments
11/\$565,000 pending requests
- **Houston Regional Phase** - 34 Documented Pledges/\$85,373 amount raised
\$2,510 Average Gifts; 2/325,000 verbal commitments; 409/\$465,000 pending requests
- **Pittsburgh Regional Phase** – 3 documented gifts; \$65,000 raised; \$21,666 average gift; 150/\$1,150,000 pending requests;
- **Somerset Regional Phase** – 73 donors; \$174,683 raised; \$2,392 average gift; 4/\$55,600 pending requests
- **Johnstown Regional Phase** - \$82,700 amount raised; 7 donors; \$11,814 average gift; 2/\$60,000 pending requests

There is a fundraising event schedule for November 30, in Tampa, Florida hosted by Chris Sullivan.

Mr. Zajac gives a special thanks to Henry Cook, President and CEO Somerset Trust for doing a wonderful job. There is a similar program in Johnstown also:

Public Outreach Phase

The Public Outreach Phase has 14,710 total documented gifts, with \$1,025,175 total raised and \$69 as an average gift:

<u>Category:</u>	<u>Documented Pledges:</u>	<u>Amount Raised:</u>	<u>Average Gift:</u>
Mail:	1,312	\$173,935	\$132
Website:	4,012	\$189,344	\$ 72
Direct mail:	9,386	\$561,906	\$ 60

Mr. Zajac anticipates quite a few direct mailing activities to occur as follows:

October 2006	2 nd House File Mailing	Est. Qty:	13,000
December 2006	3 rd Prospect Mailing	Est. Qty:	800,000
December 2006	3 rd House File Mailing	Est. Qty:	17,000

Monthly Home Page # Hits/# Making a Donation

May	30,000	3,555
June	14,500	1,458
July	14,000	2,069
Aug	19,956	2,928
Sept	53,667	11,422

Major hits to the web follow major media attention to Flight 93 or the story. It is extremely important to drive people to the web.

Ketchum mailed and e-mailed project newsletter to all donors in August 2006.

Ketchum mailed 9/11 event postcards to all donors in early September.

Mr. Zajac thanks the following for their support and dedication to the following activities:

- Mr. Reynolds, Chairman, Flight 93 Federal Advisory Commission, secured 100% participation in the campaign efforts.
- Charlotte Sacharov a new staff person to help aid us with the campaign and administrative responsibilities in the office in Washington. In addition, she will be working with the National Park Foundation on the new database system.
- Families of Flight 93 for their participation, specifically during the months of July, August and September on campaign activities. We would not be able to solicit from prospects without their help.

Question from Commissioner Calvin Wilson: Are we doing well?

Answer: We are doing well, particularly on a couple of fronts. When we have gotten in the door, we are well received. We are also pleased with keeping track of costs per dollar and best practices.

E. Interpretative Planning:

Joanne Hanley briefly summarized her presentation that she gave to the task force meeting earlier in the afternoon. The purpose of the Interpretive, Education and Civic Engagement Planning Workshop that was held on September 29, 2006 in Washington, D.C. The Task Force team started out with three goals:

- Discuss and develop a proposed general process for developing the interpretive, education and civic agreement plan for Flight 93 Memorial.
- Further develop the Scoping and Civic Dialogue Phase of the process in more depth.
- Identify future challenges and hot button issues that may be faced with as a Committee.

The Task Force team utilized this time to brainstorm several issues and to draft an outline of the interpretive planning process, which includes a five-step process:

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|--------|---|
| Step 1 | Scoping and Civic Dialogue Activities |
| Step 2 | Synthesize and Present Results to the Task Force/Advisory Commission |
| Step 3 | Prepare a draft Interpretive Education, and Civic Dialogue plan. Out of that plan will come recommendations for exhibit concepts, interpretive personal services, education programs, and how to continue civic dialogue into the future. |
| Step 4 | Present the draft plan to the partners for review |
| Step 5 | Finalize the plan |

This Interpretive Plan leads to what happens on the site. How do visitors learn about what happened here, and about the context of 2001? The plan is the life of the place that is preserved for all time.

Motion 06-10 Regarding the Support of the Interpretive Planning Process, and the formation of the Interpretive Planning Oversight Committee

The Commission endorses the interpretive planning process and requests updates as each step of the process is developed more fully and implemented. The Commission also supports the formation of an Interpretive Planning Oversight Committee comprised of one representative of each of the four partner groups to assist in issues as they arise, plus a larger Interpretive Planning committee to assist with the work of the oversight committee, to have input in the key milestones, and to share information with partners groups.

Moved by: Jerry Spangler

Second by: Larry Catuzzi

Discussion from Commissioners:

Jerry Spangler, who attended the September 29, 2006 workshop in Washington, DC commented that we have journeyed together for three years in this process, and we have now reached the heart and soul of the project. We are revisiting challenges we first faced when we did the GMP and mission statement. It is important that we recognize the significance of what we are doing. It is unprecedented that the United States government declares a memorial within a year of an event, without first waiting 50 years. We are a work in progress. We've met our deadlines with a lot of good will. Commissioner Spangler commends the NPS for taking the lead, especially with civic engagement. We need to be forward thinking and it is good to take the steps now to have the exhibits mesh with the construction of the visitor center. This is the opportunity, to transfer from generation to generation, information about what our country and the meaning of our civilization is all about.

Discussion from Public: None

Vote: All in favor, none opposed, no abstentions

Motion: passed

IV. New Business

A. Tribute from Frostburg Dance Academy:

Joanne Hanley introduced Amy and Jamie from the Frostburg Dance Academy. They talked about the committee they formed and all the sponsors that supported them in their efforts to raise funds for the Memorial. The committee watched a video, which was performed by the Frostburg Dance Academy and local youth, titled "911 Tribute to the Heroes of Flight 93." A check was presented for \$5320 to the memorial fund. The dancers left gift bags for all family members with copies of the program on DVD.

B. Tribute from Ms. Darlene Burkett

Ms. Darlene Burkett raised funds on her own that she donated to the memorial fund. Ms. Burkett went to the Jubilee this year, and auctioned off two Steeler blankets to raise money for Flight 93. She donated \$178.03 to the memorial fund.

C. New NPS Employees

Joanne Hanley swore in two new federal employees: Adam Shaffer, a 4-year term Park Guide, and Virginia Mesko a Student Career Employment Program (SCEP) employee.

V. Old Business:

Motion 06-11 Regarding 2007 Commission Dates and Locations

Federal Advisory Commission dates for 2007 are set as follows, and work out the logistics with the Task Force.

January 27	Somerset
April 28	San Francisco
July 28	Somerset
October 27	New York City

Moved by: Larry Catuzzi

Second by: Ken Nacke

Discussion from Commissioners:

Joanne Hanley indicated that there will still be an open dial-up line/conference call line into which people can call should they chose not to travel.

Calvin Wilson asked if this includes the Task Force meeting. Hanley responded that it will have to be worked out with the Task Force.

Ken Nacke asked that some sort of fundraising awareness take place at the same time.

Gordie Felt indicated that families appreciate when we travel to them.

Discussion from Public: None

Vote: All in favor, none opposed, no abstentions

Motion: passed

VI. Public Comment

Jerry Spangler brought the judicial portraits lining the wall to the attention of all present. The conservation work was recently done by Barbara Black, Curator, NPS; she also helped hang them in the courtroom.

Jerry Spangler announced that Reverend Robert Way invites everyone to the Apple Dumpling Festival at the Lutheran Church in Buckstown immediately following the meeting.

Joanne Hanley announced that this was Lydia Kappel's last Commission meeting. Lydia has been a SCA intern with the NPS office for a year, and did an amazing job in helping to run the office. Hanley thanked Lydia for a job well done.

Chairman John Reynolds adjourned the meeting at 4:30 PM

