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APR 4 1974

THE WHITE HOUSE

WASHINGTON

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MINUTES  
MEETING OF  
FEDERAL AGENCY BICENTENNIAL TASK FORCE  
2:30 PM -- March 27, 1975  
THE CABINET ROOM - THE WHITE HOUSE

The March 27, 1975 meeting of the Federal Agency Bicentennial Task Force was called and chaired by Counsellor to the President, John O. Marsh, Jr.

Of the 25 members, 4 were absent. In attendance were:

Honorable John Richardson, Jr.  
Honorable Warren F. Brecht  
Honorable Joseph Laitin  
Honorable Antonin Scalia  
Honorable James T. Clarke  
Honorable Joseph R. Wright, Jr.  
Honorable C. Langhorne Washburn  
Honorable Fred C. Clark  
Honorable John Ottina  
Honorable Robert H. Clement  
Mrs. Elizabeth Hamer Kegan  
Mr. Charles Blitzer  
Dr. Frank G. Burke  
Mr. Carl F. Stover  
Mr. Harold F. Schneidman  
Mr. Donald H. Young  
Mr. William L. Parks  
Mr. Randall L. Woods  
Mr. John P. Donnelly  
Mr. Harry J. Hogan  
Mrs. Marjorie W. Lynch

Counsellor Marsh opened the meeting with historical remarks about the Bicentennial and mentioned the President's upcoming visit to Old North Church. He spoke of the President's commitment to the commemoration of our 200th birthday -- our achievement -- our expectations.



Counsellor Marsh introduced Dr. Ted Marrs who will be working closely with him on Bicentennial matters and explained he wore many hats in his role as Special Assistant to the President working in the Public Liaison area.

Dr. Marrs made brief remarks letting the members know that he and his staff would be responsive to any of their needs and looked forward to working with them.

The second item on the agenda was an update of ARBA activities given by Administrator John Warner. Mr. Warner said there was excellent progress being made with state and local Bicentennial programs. There are 3,000 Bicentennial communities -- not including Chicago -- and he is working on Mayor Daley. There are Bicentennial Commissions in 50 states and the District of Columbia. He reviewed the history of how far ARBA has come in the one short year he has been Administrator and discussed his travels which have taken him to 27 states. These include ceremonies on Indian reservations as well as big cities. He discussed foreign participation in the Bicentennial emphasizing the success of the Franklin/Jefferson Exhibit in Paris which broke all attendance records. He has met with Ambassadors and representatives of many foreign governments.

He has many requests from members of Congress to tape Bicentennial radio and television spots with them and to participate in their local Bicentennial activities. The racial-ethnic interest in the Bicentennial is extremely positive -- real proof of grass roots interest -- at a recent meeting he had 500 representatives in attendance.

He discussed the private licensing firms and the revenues derived which is returned to the States.

Mr. Warner described the official Master Register of Bicentennial Activities and said by the end of the year, it would be four times its size.

He closed his remarks by urging that the Federal commitment be made known -- "it is there -- we are working on our problems -- we should let people know."

Counsellor Marsh called on Mrs. Kegan, Task Force member representative from the Library of Congress, who presented a brief description of one of their Bicentennial programs and displayed the booklet, "To Set A Country Free." She extended an invitation to all Task Force members to attend their reception on April 24.



Third on the agenda was an update on the National Visitors Center and a report from the Subcommittee on D.C. Visitors Facilities by the Chairman, Richard R. Hite, Deputy Assistant Secretary of Interior. In addition to the National Visitors Center, this subcommittee is looking into alternate additional visitors facilities.

Mr. Hite made the point that there was a great need for a coordinating body to be named. Departments and agencies are moving along in their respective areas but there is no communication amongst them.

Counsellor Marsh asked Mr. Hite to meet with Dr. Marrs and take necessary action.

The Counsellor continued the meeting by discussing the specific problem of funding applications from the District of Columbia and Philadelphia. He urged each Task Force member, agency and department to move rapidly to expedite applications. He set the following guidelines:

1. Confer with appropriate officials in your agency including the Secretary or Administrator and determine your agency's ability to respond to these requests during the next 30 days.
2. Report to Assistant Secretary Meeker at HUD, Chairman of the Task Force for Philadelphia and Washington, D. C., on these commitments both in dollar amounts and program area no later than the close of business April 7.
3. Treat all of the quality applications currently in hand as priority applications and be prepared for a funding announcement within 30 days.

If applications have not yet actually been submitted by Philadelphia or Washington or applications are found to have technical problems which preclude their prompt consideration, this information should be provided to Assistant Secretary Meeker at the time of your April 7 report.

We are seeking quality projects in addition to rapid administrative action. Our guidelines should be those given to the cities. Specifically:

1. Funds will come from existing categorical programs.

2. Applications must be technically sound.
3. Funding decisions will be made within current appropriation levels.

The President wants the Bicentennial to be a success and feels Philadelphia and the District of Columbia will play an important role in the commemoration of our 200th birthday.

As Counsellor Marsh closed his remarks, the President joined the meeting.

The President's opening remarks emphasized his desire to have the Bicentennial be a great success -- "it is the spiritual rebirth of our nation." He wants it to be the right kind of Bicentennial -- with individual efforts and ideas expressed. He is counting on the members of the Task Force to make the Federal participation a success.

President Ford pointed out that the District of Columbia and Philadelphia had special problems -- he also felt they would both be focal points of our celebration. Both of these cities have applications before various departments and agencies. The President felt they deserved to know our intentions so that overall planning and coordination could occur and required timely construction proceed.

He said the Federal government is not going to write out a check but will do the next best thing -- expedite -- give help as quickly as possible to appropriate programs which follow the proper legal guidelines. He mentioned that funds should come from existing categorical programs. He asked the members of the Task Force to have their various departments and agencies bring up to date appropriate programs which have followed the legal guidelines and the sooner the better.

The next report came from Paul O'Neill, Deputy Director of the Office of Management and Budget, who opened his remarks by saying, "we do not want a \$200 billion dollar deficit for 200 years of history." He noted that the Federal government had committed about \$300 million dollars through FY-75 and that another \$100 million was in this year's budget. He reiterated the statements on D.C. and Philadelphia with respect to priority and criteria and also agreed on the desirability of further coordination of the D.C. visitor front.



The last report on the agenda was the Action Plan for the Bicentennial Transportation Program for the National Capital Area delivered by Deputy Under Secretary of Transportation, Robert Clement.

In closing the meeting, Counsellor Marsh requested Mr. Clement and Mr. Hite meet with Dr. Marrs.

The meeting adjourned at 3:30 PM.

NOTE: All Subcommittee reports presented at the Task Force Meeting and referred to in the preceding Minutes are on file in the office of Dr. Theodore Marrs. Please contact Sandy Drake (456-2800) if you have any further questions.



AUG 5 1975

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THE WHITE HOUSE  
WASHINGTON

August 1, 1975

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS *Jed*

The Federal Agency Bicentennial Task Force Meeting on July 31, 1975 went quite well and attendance was good.

Following the points listed on your Agenda, which I covered, John Warner told the group that the number of programs listed by ARBA throughout the country had exceeded 18,000 and about 1,000 are coming in monthly. He also said that over 5,300 communities are now Bicentennial approved and 500-600 are being added monthly. He expects interest to peak in the Spring. He confirmed the fact that Connecticut was the first state to have 100% of its communities approved.

Attached you will find a summation of the reports given to the Task Force and the background information distributed by ARBA.

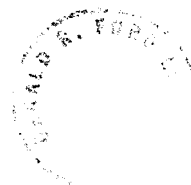
*Contingency plan approach is underway.*  
*J.*



COMMUNITY AND NATIONAL PROGRAMS  
Hugh Hall, Assistant Administrator, ARBA

- 1) American Revolution Bicentennial Administration
  - a. Law establishing ARBA also established three basic elements -- HERITAGE, FESTIVALS AND HORIZONS.
  - b. Concept very well received throughout country.
- 2) National Bicentennial Service Alliance
  - a. Over 100,000 volunteers involved through their volunteer organizations.
  - b. Serve as pipelines for Bicentennial information.
  - c. Includes International hospitality organizations, sports and athletic groups and members of Bicentennial Ethnic/Racial Council.
- 3) Bicentennial Communities Program
  - a. Developed with the cooperation of the National Governor's Conference, the U.S. Conference of Mayors, the National Association of Counties and the State Bicentennial Commissions.
  - b. 5' by 7' map of the United States was displayed showing the 5,300 plus communities recognized now.
  - c. League of Cities and Congressional support have contributed to impressive growth pattern of citizen participation.
- 4) Colleges and Universities
  - a. Program introduced by President in March, 1975 during a visit to the University of Alabama.
  - b. Nearly 300 schools have undertaken responsible involvement in the Bicentennial celebration.
- 5) Armed Forces
  - a. Armed Forces Installation and Command Program introduced May, 1975.
  - b. Recognition has been received by 53 units in the four major services and participation is growing.

BACKGROUND INFORMATION ON ALL PROGRAMS IS IN ATTACHED FOLDERS.





NATIONAL CAPITAL AREA TRANSPORTATION  
Ted Lutz, Deputy Under Secretary, DOT

- 1) Thanks to assistance of Senator Mathias, Senate has added 5 million to the 5 million approved by the House for Bicentennial transportation related matters. Has hopes that all 10 million will be granted.
- 2) Need for fringe parking to keep vehicular traffic out of city.
- 3) DOT moving ahead with plans for two airports including guides and signs to assist visitors.
- 4) METRO hampered by strikes and expect only skeletal service on July 4, 1976.
- 5) Upgrading railroad services for NE corridor.
  - a. 20-30 million appropriated
  - b. Using Title 10 money
  - c. Renovating many railroad stations in area.
  - d. DOT money also going to Visitor's Center.

CAPITAL AREA LOGISTICS AND SECURITY  
Dick Hite, Deputy Assistant Secretary, DOI


- 1) Visitation estimate at 17 million for 1976.
  - a. Estimate developed by adding 22% to 1974 figures. Agreed upon by COG, D.C. Government and Washington Convention Bureau.
  - b. April through September will be peak period with hope of orienting people to weekend visits.
  - c. Additional funding needed to keep institutions and facilities open on weekends.
  - d. Also looking into full spectrum of contingencies and developing plans for various levels.
- 2) Kampgrounds of America
  - a. Feasibility study due October 1 for possible expansion from 2,000 to 10,000 additional spaces



- b. Use of privately owned land being considered.
- 3) Central Referral System
    - a. Locate at Visitor's Center or Great Hall
    - b. Purpose primarily to assist those coming without reservations
  - 4) Great Hall
    - a. Just about refurbished and will be available soon.
    - b. GSA working on restaurant and First Aid facilities.
    - c. Included as Landmark stop
  - 5) Public Safety - Law Enforcement Groups
    - a. Traffic and crowd control report due August 15.
    - b. DOD and D.C. Fire Department working together on emergency services
    - c. Police and Fire Department will need additional funds to pay overtime.
    - d. D.C. Police working with Capitol Police on crowd control.

VISITORS CENTER

Jim Clarke, Assistant Secretary, DOI

- 1) Strikes have set back plans from between 30 to 100 days.
  - 2) Not optimistic about shape of Center on July 4, 1976. Main building and access ramps will be only part open on July 4, 1976.
  - 3) Train station also held up by strikes.
  - 4) Ted Marrs suggested possibility of meeting with Labor people to discuss problems that exist in D.C. as far as the Bicentennial is concerned.
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## FOREIGN VISITORS

Dave Parker, Acting Assistant Secretary of Tourism, DOC

- 1) Anticipating 14 million or more foreign visitors and encouraging more.
- 2) Visits by heads of state are generating great interest and enthusiasm overseas.
- 3) 65% of expected foreign visitors will be on scheduled tours.
- 4) Expects no big problems created by their visits as far as hotel accommodations and traffic flow.

## BICENTENNIAL GIFTS

Milt Mitler, Deputy Special Assistant to the President, White House

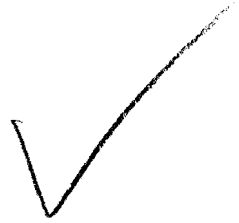
- 1) Approximately 200 on hand with most of those arriving in the past month.
- 2) Variety of gifts
  - a. Large and expensive to small and sentimental. Largest gift so far is 8-1/2 foot painting.
  - b. Six gifts displayed at meeting.
- 3) Display of gifts
  - a. Important to be displayed publicly to satisfy purpose of gift being sent to President and White House.
  - b. Smithsonian Institute committed by scheduled displays.
  - c. Possibility of Great Hall or Visitors Center.
  - d. Question of what happens to gifts after 1976 being considered.
  - e. Freedom Foundation has offered to accept some gifts afterwards.
  - f. Secretary Lutz mentioned Transportation Department might be able to display gifts relevant to Transportation.

Dr. Marrs closed the meeting by reporting on letter from Counsellor Marsh to heads of the Departments and Agencies regarding the initiatives for the future and stating that it would be the basis of the August meeting.

THE WHITE HOUSE

WASHINGTON

May 4, 1976



MEMORANDUM FOR:

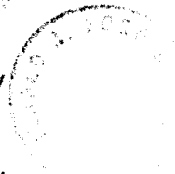
JACK MARSH

FROM:

TED MARRS  
MILT MITLER

Jack, here is a brief report on the Federal Agency Bicentennial Task Force Meeting held on Monday, May 3, 1976.

- Defense announced that they are opening tours of the Pentagon starting on May 7th. They have completed a Bicentennial Corridor which has been decorated with paintings. The tours, which run at 20 minute intervals, will take about 30 minutes. Defense will also open its Armed Forces Week display on the Mall on May 8, 1976 at 9:30 AM. The displays will be housed in two geodesic domes and in an inflatable dome.
- NEA, in its brief, explained that it now has over 1,300 Bicentennial projects at an expenditure of over 34.0 million. A book containing the projects is attached. However, where NEA was satisfying over 30% of the applications received at one time, they are now satisfying only about 18%.
- The U.S. Travel Service is conducting a domestic campaign on the theme: "See more of America when there's so much more to see". They are spending about \$440,000 to promote the campaign and have sent radio announcements to about 2,500 radio stations and television clips to about 800 TV outlets. They are also using print media for this. This is a departure from the usual USTS activity which concentrates on telling those in other countries about the tourist attractions here.
- ACTION has a 'mini-grant' program where they give from \$500 to \$5,000 dollars on a 50% matching basis, to communities for volunteer program activities. While their efforts are tied to Bicentennial this year, for the most part it is a continuing activity making use of volunteers throughout the country. They are tying in with the Horizons-200 program of HUD where possible. They pointed out that a survey has shown that Anchorage, Alaska is the one place in the United States that has the highest incidence



of deprivation, crime and other social problems. ACTION has given \$40,000 to that area to help produce a stronger volunteer, self-help program.

For the next meeting, which is scheduled for Monday, May 17, at 3:30 - 5:00 PM in the Roosevelt Room, the following agencies/organizations have been asked to brief:

- Small Business Administration
- National Science Foundation
- Smithsonian Institute
- ARBA Licensees Association (this group is composed of companies which have been authorized by ARBA to manufacture and sell Bicentennial items from which ARBA gets a royalty). They will brief on the items which are considered Official Bicentennial items.

Attachment (booklet - Bicentennial Grants - Fiscal Year 1975-1975 - NEA)

