

MILLENNIUM COMMITTEE TO SAVE AMERICA'S TREASURES

Mrs. Shahara Ahmad-Llewellyn
300 Central Park West, Apt. 17D
New York, NY 10024-1513
212-877-2856 (T); 212-877-2873 (F)

Ms. Kay Allaire
Post Office Box 1600
Stanford, CT 06904
203-968-4517

Mr. David Altschul
Vice Chairman and General Counsel
Warner Brothers Records
3300 Warner Boulevard
Burbank, CA 91505
818-953-3221; 818-840-2382

Mrs. Claudine Bacher
31 Ocean Reef Drive, Suite 208
Key Largo, FL 33037
305-367-2828

Ms. Zoe Baird
President
Markle Foundation
75 Rockefeller Plaza
New York, NY 10019
212-489-6655

Ms. Hilary Ballon
261 Glenwood Road
Englewood, NJ 07631-1910
201-569-8760

Mr. Bernard D. Bergreen
President
Gilman Investment Company
1060 5th Avenue
New York, NY 10128
212-246-3300 (main); 212-410-4846 (direct)

Shirley -
here is an update of
list of the Mill Comm
members. I will
continue to keep you
updated on this. The
last 3 names are
people not formally on
the committee.
Guign

Ms. Carol Oughton Biondi
110 North Rockingham Avenue
Los Angeles, CA 90049
310-476-4201 (T); 310-476-2591 (F)
Mr. Eli Broad
Chairman and CEO
Sun America, Inc.
1 Sun America Center
Los Angeles, CA 90049
310-772-6500

Ms. Carolyn Brody
Winslow Partners LLC
1300 Connecticut Avenue, NW
Washington, DC 20036
202-530-5000 (T); 202-530-5010 (F)

Mr. Michael Bronner
Chairman
Bronner Slosberg Humphrey Inc.
800 Boylston Street
Boston, MA 02199
617-867-1000

Mr. John Bryan, Jr.
Chairman and CEO
Sara Lee Corporation
Three First National Plaza
Chicago, IL 60602-4260
312-558-8502

Ms. Susie Tompkins Buell
Three Embarcadero Center, Suite 2290
San Francisco, CA 95111
415-248-7825

Mr. Patrick Harold Butler
President
Newsweek Productions
1150 15th Street, NW
Washington, DC 20071
202-334-6635

Ms. Nancy N. Campbell
Chairman
National Trust for Historic Preservation
66 East 79th Street #12N
New York, NY 10021

212-794-5791

Dr. Emma Chappell
President
United Bank of Philadelphia
714 Market Street
Philadelphia, PA 19106
215-829-2272

The Honorable Emanuel Cleaver
Mayor
414 E. 12th Street, 29th Floor
Kansas City, MO 64106
816-274-2595

Ms. Betsy Cohn
1111 Park Avenue, Apt. 11B
New York, NY 10128
212-348-2536 (H); 212-348-1930 (F)

Mrs. Janet Langhart Cohen
701 Pennsylvania Avenue, NW, #1023
Washington, DC 20004
202-393-5158 (O); 202-393-4152 (F)

Mr. John Cooke
Executive Vice President of Corporate Affairs
The Walt Disney Company
500 S. Buena Vista Street
Burbank, CA 91521
818-560-7700

Mr. Leslie Dach
Vice Chairman
Edelman Public Relations
1420 K Street, NW, 10th Floor
Washington, DC 20005
202-371-0200

Ms. Beth Rudin DeWoody
The Samuel and May Rudin Foundation
345 Park Avenue
New York, NY 10154-0004
212-407-2425

Mr. Daniel Dutko
Chairman
The Dutko Group

412 1st Street, SE, Suite 100
Washington, DC 20005
202-484-4884

Ms. Chaz Ebert
Vice President
The Ebert Company
Post Office Box 146366
Chicago, IL 60614
773-528-0375

Ms. Inge-Lise Eckmann
Chair
Heritage Preservation, Inc.
1123 Greenwich Street
San Francisco, CA 94109
415-441-3792 (T); 415-441-3722 (F)

Ms. Susan Eisenhower
President
The Eisenhower Group, Inc.
2 Wisconsin Circle, Suite 410
Chevy Chase, MD 20815
301-654-3039

Mr. David I. Fisher
Chairman
The Capital Group Companies, Inc.
744 Brooktree Road
Pacific Palisades, CA 90272
650-952-4400

Ms. Nancy M. Folger
2913 33rd Place, NW
Washington, DC 20008
202-338-3860

Mr. Harvey Gantt
500 N. Tryon Street
Charlotte, NC 28202
704-334-6436 (T); 704-342-9639 (F)

Ms. Ronnie Ginott
Vice President for Education Program Funding
E.M. Winston Band Instruments Company
650 Lake Avenue
Greenwich, CT 06830
203-861-9702

The Honorable Jamie S. Gorelick
Vice Chair
Fannie Mae
3900 Wisconsin Avenue, NW
Washington, DC 20016
202-752-7000 (T); 202-752-5980 (F)

Dr. Vartan Gregorian
President
Carnegie Corporation of New York
437 Madison Avenue
New York, NY 10022
212-371-3200

Ms. Agnes Gund
President
Museum of Modern Art
765 Park Avenue, Apt. 14B
New York, NY 10021
212-708-9765

Dr. Lois Harding
555 River Oaks Parkway
San Jose, CA 95134
408-943-1234; 408-895-4545 (F)

Mrs. Randolph Hearst
4 East 66th Street
New York, NY 10022
212-861-5454

Mr. Don Henley
Co-Chairman
The Walden Woods Project
11693 San Vicente Boulevard, Suite 216
Los Angeles, CA 90049

Ms. Julie Holdren
CEO
Olympus Group
2800 Eisenhower Avenue, #125
Alexandria, VA 22314
703-317-2800 (T); 703-317-2806 (F)

Dr. James Horton
Professor of History and American Studies
George Washington University

Building P
Washington, DC 20052
202-994-7489

Dr. Ray R. Irani
Chairman and CEO
Occidental Petroleum Corporation
10889 Wilshire Boulevard
Los Angeles, CA 90024
310-443-6144 (T); 310-44306922 (F)

Dr. Maxine Isaacs
3101 Woodland Drive
Washington, DC 20008
202-338-3101

Mr. Richard H. Jenrette
Senior Advisor
Donaldson, Lufkin & Jenrette, Inc.
277 Park Avenue, 18th Floor
New York, NY 10172-0003
212-892-4720

Mrs. Sheila Johnson
Executive Vice President of Corporate Affairs
Black Entertainment Television
1232 31st Street, NW
Washington, DC 20007
202-608-2171

Mr. Bruce D. Judd
Architectural Resources Group
1131 Hillview Road
Berkeley, CA 94708
510-704-9543

Ms. Hannah Kamin
1018 Wilkens Heights Road
Pittsburgh, PA 15217
412-683-1007

Dr. Michael Kammen
Cornell University
16 Sun Path
Ithaca, NY 14850
607-273-5298

Dr. Alice Susan Kandell

Chair
International Vocal Arts Institute
130 E. 75th Street
New York, NY 10021
212-988-9624

Ms. Catherine Stephens Kangas
92 Lost District Drive
New Canaan, CT 06840
203-972-2864

Mr. Jeffrey Katzenberg
Dreamworks SKG
100 Universal City Plaza, Bungalow 477
Universal City, CA 91608
818-733-9955

Ms. Aerin Lauder
Director of Creative Product Development
Estee Lauder Companies
767 Fifth Avenue
New York, NY 10153
212-572-4200

Mr. Norman Lear
1999 Avenue of the Stars
Suite 500
Los Angeles, CA 90067
310-551-4004

Deborah Marrow
Director of the Getty Grant Program
The J. Paul Getty Trust
1200 Getty Center Drive, Suite 400
Los Angeles, CA 90049

Ms. Iris Martin
President
Creative Dimensions in Management, Inc.
449 Righters Mill Road
Narbeth, PA 19072
610-825-8350

Mr. Roger Mayer
President
Turner Entertainment Company
1252 Benedict Canyon Drive
Beverly Hills, CA 90210

310-553-0350; 310-551-6332

Ms. Donna McLarty
2323 Wyoming Avenue
Washington, DC 20008
202-332-1346

Dr. Heidi Miller
Executive Vice President and CFO
The Travelers Group, Inc.
388 Greenwich Street
New York, NY 10013
212-816-8844 (O); 212-816-8909 (F)

Mr. Richard Moe
President
National Trust for Historic Preservation
1785 Massachusetts Avenue, NW
Washington, DC 20036
202-588-6105 (O); 202-588-6082 (F)

Mr. Raymond Nasher
Chairman
The Nasher Company
4701 Miron Drive
Dallas, TX 75220
214-369-1234

Ms. Sharon Patrick
President and COO
Martha Stewart Living Omnimedia
20 W. 43rd Street
New York, NY 10036
212-827-8000 (O); 212-744-8940 (F)

The Honorable Molly Raiser
3318 O Street, NW
Washington, DC 20007
202-965-2959

Mr. David S. Rose
Founder and CEO
AirMedia, Inc.
11 E. 26th Street
New York, NY 10010
212-843-0000x211 (O); 212-447-9712 (F)

Mr. William C. Rudin

May and Samuel Rudin Family Foundation, Inc.
345 Park Avenue
New York, NY 10154-0004
212-407-2433

Ms. Buffy Sainte-Marie
Cradleboard Teaching Project
1191 Kuhio Highway
Kapaa, HI 96746
808-822-3111

Mr. Arthur W. Schultz
2072 China Flat Road
Santa Barbara, CA 93108
805-565-1379 (O); 805-565-1889 (F)

Ms. Smita Shah
Assistant Vice President
Globetrotters Engineering Corporation
Post Office Box 4764
Oak Brook, IL 60521
312-922-5168

The Honorable Ann Elizabeth Sheffer
President's Committee on the Arts and Humanities
19 Stony Point Road
Westport, CT 06880
203-227-5522

Mr. Walter H. Shorenstein
Chairman of the Board
The Shorenstein Company
555 California Street
San Francisco, CA 94104
415-772-7001

Ms. Cathryn H. Slater
Chairman
Advisory Council on Historic Preservation
Post Office Box 305
Little Rock, AR 72203
501-372-4757 (O); 501-324-9184 (F)

Ms. Susan Lewis Solomont
400 Centre Street
Newton, MA 02158
617-332-5522; 617-237-5047 (H)

Mrs. Roselyne C. Swig
3710 Washington Street
San Francisco, CA 94118-1835
415-752-2122

Ms. Sandra Taylor
Vice President of Public Affairs
Eastman Kodak Company
1250 H Street, NW, Suite 800
Washington, DC 20005

Mr. Daniel K. Thorne
142 West 57th Street, 16th Floor
New York, NY 10019
212-333-9481; 212-246-7900

Ms. Ruth Usem
7405 W. Shore Drive
Edina, MN 55435
612-920-5151 (O); 612-920-2223 (F)

Dr. Lucy R. Waletzky
30 Rockefeller Plaza, Room 5600
New York, NY 10112-0002
914-773-0125

Ms. Susan Walter
Vice President, Corporate Government Relations
General Electric Company
1299 Pennsylvania Avenue, NW, Suite 1100
Washington, DC 20004

Mr. W. Richard West
Director
National Museum of the American Indian
3311 Rowland Place, NW
Washington, DC 20008
202-287-2523 (O); 202-287-2538 (F)

Mr. Harold Williams
The J. Paul Getty Trust
1200 Getty Center Drive
Los Angeles, CA 90049

Ms. Marsha Williams
P.O. Box 210520

San Francisco, CA 94121

Ms. Yeni Fai Wong
President
Riverdale International, Inc.
8711 Brickyard Road
Potomac, MD 20854
202-393-2280

**Mrs. Anne-Marie Soullière
Directory
Fidelity Foundation
82 Devonshire Street
Boston, MA 02109
617-563-6806
F 617-476-4234

**Mrs. Anne Gund
25 Craigie Street
Cambridge, MA 02138
617-491-8080

**Mr. Nick Littlefield
617-832-1105
F 617-832-7000

c:\work\wp\treasures\address.lst

WHITE HOUSE MILLENNIUM COUNCIL STAFF

Ellen McCulloch-Lovell

Deputy Assistant to the President and

Advisor to the First Lady on the Millennium

Leela deSouza

White House Fellow

Oversees youth initiative, speech-writing liaison for Save America's Treasures tours and assists with Millennium Evenings and various projects.

Anne Donovan

Deputy Director

Oversees office, especially focusing on strategic planning, federal agency partnerships and Millennium Communities.

Ginger Cearley

Staff Assistant

In charge of scheduling and assisting the director on all matters including managing budget figures.

Caroline Croft

Agency Representative, USIA through the President's Committee on the Arts and the Humanities

Directs international programs, works with other millennium commissions world-wide, manages global programs and works with federal agencies which have international components.

Jane Engelstad

Administrative Director

Manages office administrative functions, oversees budget, procurement and travel. In charge of interns and volunteers, assists director on various functions and works as Social Office liaison on events and liaison to several federal agencies..

Amy Hickox

Agency Representative, Department of Defense

Working on Millennium Communities, guidelines for millennium partnerships, strategic planning and serves as congressional liaison for the council.

Sarah Howes

Agency Representative, Department of Education

Coordinates Save America's treasures sites, arts education initiative, liaison to faith communities and several federal agencies.

Ben Kirby

Information Systems Coordinator

Recommends and implements changes to web page, provides technological assistance during Millennium Evenings and recommends and executes information technology for entire office. Assists in coordination of federal agencies and intergovernmental activities.

Stephanie Madden

Agency Representative, National Endowment for the Arts

Millennium Council liaison for Millennium Trails partnership, D.C. organizations planning Millennium activities and liaison to arts and humanities sector.

Alisa McCann

Agency Representative, National Park Service

Serves as liaison to the Save America's Treasures partnership and historic preservation specialist.

Joe Voeller

Staff Assistant

Receives, answers, and directs public inquiries and comments on all issues and events of the Council. Provides administrative support to all staff as needed by assisting with such details as event implementation and follow up.

Josefina Velasco

Agency Representative, Department of Education

Oversees development of higher education initiative and outreach to linguistically and culturally diverse communities.

Sue Vogelsinger

Volunteer Communications consultant

In charge of all communication and press work.

MEMORANDUM TO HILLARY RODHAM CLINTON

Subject: Millennium Future Projects and Planning

For the past several months, the White House Millennium Council has been concentrating on establishing some of our national programs and on developing other ideas that will reach more constituencies and make the millennium alive at the community level. The following items outline some upcoming decisions and potential program announcements over the next four months. I will also report on the progress of some of our longer-term projects.

Millennium Evenings at the White House

We have discussed three ideas so far for 1999:

January -- "The Meaning of the Millennium" -- an historical perspective on the millennium, including the religious significance, and a secular perspective on how humankind makes meaning of time: a dialogue between two notable scholars. Possible presenters include: Dr. Martin Marty, University of Chicago, foremost scholar of Christianity; Dr. Lester Little, professor of medieval history at Smith College, on leave to serve as director of the American Academy of Rome, who recently spoke on the year 1,000; Natalie Davis, professor of history at Princeton, specializes in 15-16th c European history, author of *The Return of Martin Guerre*; Diana Eck, professor of comparative religion and Indian studies at Harvard, director of the *Pluralism Project*, brings an understanding of how religious communities interact with America's pluralistic society and may have interesting perspective on how we mark the millennium in a diverse country; and Stephen Jay Gould, professor of zoology and geology at Harvard, whose book *Questioning the Millennium* has a decidedly secular view.

The idea was to address the meaning of the millennium on the first month of 1999, when people will start becoming more aware of the impending year 2000. We do not have a date yet, and must move ahead if this is to work.

March -- Women's History Month -- a Millennium Evening on the changes in women's lives in the 20th century, broadcast on a cable channel such as *Lifetime*, with articles timed for the March issue of women's publications, with visual material from archives, and including comments from the floor from some exemplary women. I am thinking of people such as the 100-year old women that are featured in *Good Housekeeping's* book.

Elie Weisel -- we want to feature him in a lecture on "The Other."

Other ideas: we should look farther down the road on topics, schedule, and how Evenings interact with your other projects and White House events. For example, should we do a lecture around the 50th anniversary of NATO? One suggestion is a transatlantic dialog of some sort, on the idea of the West, or of the New World. Another idea is an Evening to reinforce My History is America's History - what we have learned from ordinary Americans' stories.

maria smalls -
McKulahan

Millennium Communities

When the President spoke at the August, 1997 Millennium Council announcement, he stated that he and you would work with elected officials and community leaders "to make the millennium a truly national celebration of gifts to the future," and that we would "award the best local projects with the honorary title, Millennium Communities." Since then we have been trying to define a Millennium Community and identify what incentives would urge cities, towns and counties to create their own millennium activities. Several months ago, the President spoke to the US Conference of Mayors' annual conference via satellite and asked each mayor to initiate a millennium project that would accomplish three goals: to honor the past, by saving a local treasure; to imagine the future by engaging citizens in a project that will prepare them for the next century; and to celebrate the millennium by organizing meaningful, family-oriented New Years Eve events.

We propose to work in partnership with the major, national inter-governmental associations, such as the US Conference of Mayors, National League of Cities, National Association of Counties, Towns and Townships, and perhaps the National Congress of American Indians (or reach tribes through BIA), to stimulate millennium plans from communities, and recognize them by awarding a banner, the logo, the title "Millennium Community", and listing them on our web site. Elected officials would apply to their respective associations on a simple form describing how they would fulfill the three goals the President laid out, and how they would reach out to the entire community. Each association would review the proposals and recommend to the White House Millennium Council which should be named Millennium Communities. The elected officials would be responsible for organizing a local Year 2000 or Millennium Committee, recognizing projects which "honor the past and imagine the future," and keep their association and the WHMC updated on their activities. A private partner would be enlisted to produce the banners and to help promote the project.

The Millennium Communities initiative could be announced in the State of the Union address, as the nation approaches the millennium year. We have drafted a Millennium Communities Handbook, full of ideas for local events and projects, which will be ready for distribution by late January. The US Conference of Mayors' meeting January 27-29 in Washington, DC will also be an opportunity to launch the idea.

Upcoming Agency Millennium Announcements

* The Mars Millennium Project: a K-12 curriculum which will ask students to imagine and design an ideal community on the planet Mars in 2030, using science, mathematics, arts and humanities. The program will reach all schools and already has attracted many partners: NASA, the NEA, J. Paul Getty Trust, USA Today, M&M Mars, Autodesk, Binney and Smith, US Postal Service, Mattel and Warner Bros. The proposed launch would be within the first two weeks of January, around the time of NASA's next Mars probe launch, at the Adler Planetarium's new Sky Pavilion in Chicago. The Mars project poster, which will go to every school, will be ready in January and the curriculum materials will be ready in March.

*Radio
Dinner
around
space
time*

* My History is America's History: this is the National Endowment for the Humanities' family history project, which will be ready for announcement in March. It will include a participation kit, a MyHistory web site, teachers' seminars using MyHistory materials, and outreach to the media as the most interesting stories are submitted. *Parade Magazine* has expressed an interest in launching the program. We should be imaginative about how this is announced, perhaps using Studs Terkel to teach some children how to interview their elders, or having a family talk about its unique history.

* NSF 2000 -- The National Science Foundation celebrates its 50th anniversary in the year 2000 and it marks this event with a national science project which will engage children, grades 3-12, in looking at how science can solve the world's problems in the 21st century. The project will be probably be announced in *Parade* in the fall of 1999, and some of the students' ideas will be selected for recognition in June, 2000. Your involvement will not be great, but NSF has asked you to meet the selected students in 2000. NSF will also apply to use the logo, as they want this to be an official government millennium program.

On October 23 we met with thirty federal agency officials to renew our request to them to propose imaginative millennium projects within their agencies' missions and budgets. Some reported they had developed ideas; others will propose ideas at our next meeting, December 1. Some programs that may emerge include: an international electrification project aimed at poor and rural communities from the Department of Energy; a digitization initiative with federal collections from OSTP; a program to educate youth about the advantages of saving from the Department of Treasury; an Older Americans' Month project from HHS.

Save America's Treasures

This public-private partnership now has both elements in place, and is the most recognizable of our millennium projects thanks to your July tour. After the Treasures visits and announcements this December, you will have brought attention to about twenty-three sites and collections. The National Trust and its partners have raised or received pledges for over \$22 million towards specific projects, public education and administration. (I will give you a list, with other results of your visits, such as increased donations and attendance at sites.) Congress approved \$30 million for use by federal agencies in the Interior bill and the National Archives. There is a meeting with OMB, Interior, and us today to talk about the guidelines and procedures for awarding this Save America's Treasures fund.

Next steps to discuss include:

- * Save America's Treasures fund in our FY2000 budget.
- * Next Save America's Treasure Tour: possibly to the South West in the spring, including Mesa Verde and the Adobe Churches; or to the Midwest, including Ohio.
- * Next announcements: Anderson Cottage, Val-Kill, Pritzker gift, others.
- * Continue to work with all military branches to restore their main icons?
- * Increased public visibility for Treasures: tv special, History Channel, web site, school materials, PSAs, Warner Bros. Records CD.
- * Use Millennium Communities project to encourage preservation at grass-roots level.

Millennium Trails

After the successful launch of this national project October 5, several steps are being taken:

- * Secretary Slater announced over \$4 million in Millennium Trails grants to states from the Public Lands Highway funds.

- * DOT has a working group to draw up formal criteria for designation of national, state and community trails.

- * Rails to Trails Conservancy is raising money for trail markers with our logo, and to award funding to each of the 52 State Legacy Trails.

New Year's Eve

This is a joint effort between the Social Office and the Millennium Council. It needs another jump-start through a conference call or meeting with the main producers. Some progress has been made: George Stevens has talked to Abe Polin and has a hold on the MCI Center for the Gala that night; Spielberg et al have approached HBO about carrying events live and feeding to network, (which they do not ordinarily do); the Mall is reserved and we are studying a partnership with the Smithsonian to produce Mall events and keep the museums open at night. We have had several discussions about structure and sponsors.

International

You helped introduce our Expo 2000 World's Fair Commissioner General and Deputy (the Rolnicks) at the October 5 Blair House event. Their press briefing surfaced some criticism of the design of the US Pavilion. Both Melanne and I have talked with them since and will stay informed on their progress.

We have maintained contact with the international millennium councils which met in Rome last June; they are reconvening in Norway this month to discuss cooperation on youth initiatives, preservation, trails and technology. There is an increase in using cultural exchanges and festivals at the millennium to promote peace and reconciliation. ✓

Our proposed International Conference on Building Civil Society has a draft plan; the next step is to convene the federal agencies most involved in democracy-building for input, then put together a working group to start planning the conference. June, 1999 is the projected time.

Iceland is marking the millennium in many ways. As an island country of 260,000 they are very active -- including a reenactment of the voyage of Lief Eriksson to the New World 1,000 years ago. They request your visit to their historic sites and to mark the role of women in their society. One project is an international women's conference in October, 1999, and they are seeking confirmation, as they want you to be their keynote speaker. ✓

The World Bank is planning an October, 1999 international conference on preserving cultural heritage in Rome.

These events will all need to be discussed in light of our long-range planning, your objectives for 1999, and your schedule.

Other Projects

* Philanthropy Conference: a White House conference on the American tradition of giving, emphasizing its democratic nature and the importance of passing on this value to the young. I would like to pull together a working group and would like your ideas about participants (you mentioned Jill Iscoll.) Possibly September, 1999 for the conference?

* Arts Education Call to Action: need to decide next steps after your Chicago school principals speech, Ann Arbor arts speech, and May White House event recognizing arts partnerships.

*Susan Tomkins
Buell
Carolyn Brady
Louisa
Crytberg
Peter
Haro
Viviana
Kirk*

Millennium Partners

Next week we should have final counsel approval of guidelines whereby a nonprofit organization, governmental association, or federal agency becomes a Partner of the White House Millennium Council and is awarded use of the logo and mottos. We have approved several partners already and a list, with brief project descriptions, is attached.

*4 Sept → Arts education
State arts council
Arts Booster Clubs
Next Budget*

JANUARY

Millennium Evening -- "The Meaning of the Millennium" (D.C.)

Potential announcement of "Millennium Communitites" in conjunciton with the U.S. Conference of Mayors meeting (January 27-29) (D.C.)

Potential announcement of Mars Millennium Project (Chicago, IL)
(possibly with Pritzker Gift)

FEBRUARY

Black History Month

Possible Elie Weisel Lecture

Mideast meeting at the White House

MARCH

Potential announcement of My History is America's History initiative
Potential My History is America's History Millennium Evening

Millennium Evening -- "The Changes in Women's Lives in the 20th Century" (D.C.)

Women's History Month and Report of Women's History Commission to the President

APRIL

NATO 50th Anniversary (potential Millennium Evening topic)

Potential Southwest Treasure's Tour

MAY

JUNE

Proposed White House International Conference on Building Civil Society

JULY

AUGUST

SEPTEMBER

White House Philanthropy Conference

OCTOBER

World Bank Conference on Cultural Preservation in Rome

Proposed Millennium visit to Iceland -- International Women's Conference

2000

National Science Foundation 50th Anniversary (Parade Magazine National Science Project)

DRAFT

November 12, 1998

Proposal for Millennium Communities Project

GOAL: The mission of the White House Millennium Council (WHMC), as set forth in it's Executive Order, is to lead the country in a national celebration of the new millennium by initiating and recognizing meaningful projects that contribute to educational, creative and productive ways for Americans to commemorate this historic time. In August 1997, President Clinton announced that the Millennium Council would recognize "millennium communities" that had the best local projects. To these ends, the WHMC is proposing the Millennium Communities Project.

The project will recognize communities (defined along political/geographic boundaries) for their commitment to bringing citizens together around meaningful millennium activities that are consistent with the national theme, "Honor the Past - Imagine the Future." There are potentially over 35,000 geo-political areas across the entire country that could apply for a "millennium community" designation. The WHMC has applied for a Wordmark for "Millennium Communities."

Communities will be asked to establish planning committees representing a broad spectrum of local interests. Specifically, these committees will be charged with developing ways in which their area can:

--Honor the Past: Preserve or enhance items of symbolic importance to the community's history (clean up a park, save a local monument etc.)

--Imagine the Future: Initiate projects (youth, education, health care, environment, culture, economic, social) that prepare the community and its people for the next millennium

--Celebrate the New Millennium: Organize meaningful community-wide, family-oriented celebrations

These three criteria were set forth by President Clinton in his June, 1998 remarks to the U.S. Conference of Mayor via live teleconference.

PARTNERSHIP:

We propose the following partnership arrangement for Millennium Communities:

WHMC will partner with the following intergovernmental organizations:

U.S. Conference of Mayors-- 1,100 mayors (cities over 30,000 in population)

National League of Cities -- reaches 18,000 cities in all; direct membership is 1,500 cities with an average population size of 40,000 and indirectly through state leagues a total of 18,000; average population base for cities belonging to state leagues is 5,000. According to Bureau of Census, there are a total of 19,300 cities

National Association of Counties -- 1,800 counties directly; affiliate group is state county associations, which exist in every state with the exception of RI and CT. The total number of counties is 3,069.

Towns and Townships -- 11,000 grassroots communities throughout the U.S.; In addition there are 11 states that have state township associations. The associations are part of Towns and Townships. Every member of Towns and Townships also has membership in the sister organization, the National Center for Small Communities. (Both are run out of the same D.C. office)

National Congress of American Indians -- more information is being gathered on reaching Native American groups -- potentially through the National Congress and the Bureau of Indian Affairs.

**** The National Governors Association** may not be interested in being a full-fledged partner in this program. Instead, they would consider promoting the program within their membership and working on criteria. The NGA staffer is checking to determine the level of interest and will report back. The question is should states be considered for designation as "millennium communities?" Maybe we could encourage each state to establish a state-wide "Millennium Commission or Committee" to energize the state.

The intergovernmental organizations will partner with a corporate or nonprofit group(s) -- (following are potential candidates who have expressed an interest):

- Alliance for Public Technology -- (nonprofit membership organization concerned with fostering access to affordable and usable information and communication services and technologies)
- Pioneers of America (830,000 members -- nationwide network of retired telephone workers from Bell Companies and AT&T)
- Bell South Corporation

PROCESS:

Elected or appointed officials (mayors, commissioners, selectmen etc.) will apply to their respective national association to be designated a "Millennium Community."

The officials will pledge to involve as many people from the community as possible in the planning process and in locally-based activities that are consistent with the national theme:

- The application must describe the ways in which the community reached out or will reach out to a broad spectrum of organizations and people to join the planning process.
- The official must describe the organizational structure the community has developed or will develop (committee, task force, public-private partnership etc.) to meet its goals for the millennium.
- The official also must describe how they envision their community will "Honor the Past-Imagine the Future" -- according to the three criteria suggested by President Clinton.

Millennium community applications will be collected and reviewed by the intergovernmental partners and processed at a central location or by the national intergovernmental association. The WHMC will be notified by the central location or intergovernmental association which communities meet the criteria.

- Approval and recognition will be forwarded to the requesting official.
- Application summaries will be put on websites to provide recognition to the community and create interest in the program from other communities.

RESPONSIBILITIES OF PARTICIPATING PARTNERS:

We expect our partners to agree to do the following tasks:

National intergovernmental organizations

- Market and encourage Millennium Community program participation by their membership (to include nonmember leaders) through their conferences, publications, and other opportunities to energize effort.
- Find a private organization to partner in the effort

- Collect “millennium community” applications
- Review applications to determine whether applicant meets the criteria to become a millennium community
- Forward applications to a private partner to acknowledge designated communities or process requests in-house.
- Participate in regular meetings of the partnership to discuss progress on reaching the program’s goals. (Ask one of the intergovernmental associations to serve as the secretary for the meetings.)

Local government officials

- Market and encourage broad-based participation by constituents.
- Organize and participate in committees formed around community millennium efforts.
- Recognize community projects which “Honor the Past -- Imagine the Future”
- Apply (through the national association) to be designated a “millennium community” following the White House Millennium Council guidelines.
- Keep the National Intergovernmental Organizations and WHMC updated on their activities.

Nonprofit / corporate partners

- Use “infrastructure” to help market Millennium Community program
- Potentially serve as central processing unit for project
- Provide needed administrative support
 - Fund appropriate means of recognition
 - Process intergovernmental requests
 - Send recognition
 - List communities designated on web site for recognition/with project ideas

- Create a toll-free hot line to answer questions

WHMC

- Encourage participation -- reach out to key constituencies
- Develop Millennium Community Handbook to serve as a resource tool for communities/ Organize distribution of Handbook
- Plan White House event to launch the program
- Provide Logo to be designated to recognized communities (may include camera ready art)

WHITE HOUSE MILLENNIUM COUNCIL PARTNERS and ASSOCIATE PARTNERS

1. National Trust for Historic Preservation
Save America's Treasures (a national preservation project)
1785 Massachusetts Ave., NW
Washington, D.C. 20036
POC: 202-588-6274

Associate Partners:

National Park Foundation, Heritage Preservation Inc.

2. U.S. Department of Transportation
Millennium Trails (a national project to designate and create walking, hiking, biking and cultural trails)
400 Seventh St., SW
Washington, D.C. 20505
POC: Jeff Olson 202-366-4045

Associate Partners:

U.S. Department of Commerce, Department of Interior, U.S. Forest Service, National Endowment for the Arts, President's Committee on the Arts and Humanities Rails to Trails Conservancy

3. U.S. Department of Education
MARS Project (a national k-12 grade education program to imagine and design the community of tomorrow.)
Pacific Visions Communications, Consultants
9000 Sunset Blvd., Suite 700
Los Angeles, CA 90069-5807
310-274-8787 x150
POC at Department of Education: Diane Jones 202-401-3292

Associate Partners:

NASA, NEA, J. Paul Getty Trust and numerous corporations.

4. U.S. Department of Health and Human Services, Administration on Aging
Older Americans Month (May) -- (For 30 years the Administration on Aging has lead a national effort to recognize "Older Americans Month through presidential proclamations and various activities -- this year the national theme will be "Honor the Past: Imagine the Future" and various activities and projects will be planned around the theme.)
309-F, 200 Independence Ave., SW
Washington, D.C. 20501
POC: Moya Benoit Thompson 202-401-4541



WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/456-2008

TO:

Shirley S
Melanne

FAX:

66244

PHONE:

FROM:

Ellen

DATE:

11/11

Number of Pages (Including Cover):

6

MESSAGE:

Draft of Mill. Committee proposal

WHITE HOUSE MILLENNIUM COUNCIL

708 JACKSON PLACE, NW

WASHINGTON, DC 20503

The information contained in this facsimile is PRIVATE and intended for the recipient ONLY. Please call if there are any problems with our transmission.

66244

DRAFT

October 29, 1998

Proposal for Millennium Communities Project

GOAL: The mission of the White House Millennium Council (WHMC), as set forth in it's Executive Order, is to lead the country in a national celebration of the new millennium by initiating and recognizing meaningful projects that contribute to educational, creative and productive ways for Americans to commemorate this historic time. ~~To help fulfill this mission,~~ the WHMC ~~has created~~ the Millennium Communities Project.

To these ends,

is properly

In August 1997, President Clinton announced that the Mill-Council would recognize

The project will recognize communities (defined along political/geographic boundaries) for their commitment to bringing citizens together around meaningful millennium activities that are consistent with the national theme, "Honor the Past - Imagine the Future." There are potentially over 35,000 geo-political areas across the entire country that could apply for a "millennium community" designation. The WHMC has applied for a Wordmark for "Millennium Communities."

"millennium communities that carry out the spirit of the millennium."

Communities will be asked to establish planning committees representing a broad spectrum of local interests. Specifically, these committees will be charged with developing ways in which their area can:

--**Honor the Past:** Preserve or enhance items of symbolic importance to the community's history (clean up a park, save a local monument etc.)

--**Imagine the Future:** Initiate projects (youth, education, health care, environment, culture, economic, social) that prepare the community and its people for the next millennium

--**Celebrate the New Millennium:** Organize meaningful community-wide, family-oriented celebrations

These three criteria were set forth by President Clinton in his —, 1998 remarks to the U.S. Conference of Mayors via live teleconference.

PARTNERSHIP:

We propose the following partnership arrangement for Millennium Communities:

WHMC will partner with the following intergovernmental organizations:

U.S. Conference of Mayors-- 1,100 mayors (cities over 30,000 in population)

National League of Cities -- reaches 18,000 cities in all; direct membership is 1,500 cities with an average population size of 40,000 and indirectly through state leagues a total of 18,000; average population base for cities belonging to state leagues is 5,000. According to Bureau of Census, there are a total of 19,300 cities

National Association of Counties -- 1,800 counties directly; affiliate group is state county associations, which exist in every state with the exception of RI and CT. The total number of counties is 3,069.

Towns and Townships -- 11,000 grassroots communities throughout the U.S.; In addition there are 11 states that have state township associations. The associations are part of Towns and Townships. Every member of Towns and Townships also has membership in the sister organization, the National Center for Small Communities. (Both are run out of the same D.C. office)

National Congress of American Indians -- more information is being gathered on reaching Native American groups -- potentially through the National Congress and the Bureau of Indian Affairs.

- ** **The National Governors Association** may not be interested in being a full-fledged partner in this program. Instead, they would consider promoting the program within in their membership and working on criteria. The NGA staffer is checking to determine the level of interest and will report back. ~~States should be considered for designation as~~ millennium communities; the issue is how best to motivate participation.

The question is shared

The intergovernmental organizations will partner with a corporate or nonprofit group(s -- (following are potential candidates):

- Alliance for Public Technology (*explain*)
- Pioneers of America (580,000 members --(*explain*))
- Bell South Corporation

PROCESS:

Elected or appointed officials (mayors, commissioners, selectmen etc.) will apply to their respective national association to be designated a "Millennium Community."

The officials will pledge to involve as many people from the community as possible in the planning process and in locally-based activities that are consistent with the national theme:

- The application must describe the ways in which the community reached out or will reach out to a broad spectrum of organizations and people to join the planning process.
- The official must describe the organizational structure the community has developed or will develop (committee, task force, public-private partnership etc.) to meet its goals for the millennium.
- The official also must describe how they envision their community will "Honor the Past-Imagine the Future," *according to the three criteria suggested by President Clinton*

Millennium community applications will be collected and reviewed by the intergovernmental partners and processed at a central location or by the national intergovernmental association. The WHMC will be notified by the central location or intergovernmental association which communities meet the criteria.

- Approval and recognition will be forwarded to the requesting official.
- Application summaries will be put on websites to provide recognition to the community and create interest in the program from other communities.

RESPONSIBILITIES OF PARTICIPATING PARTNERS:

We expect our partners to agree to do the following tasks:

National intergovernmental organizations

- Market and encourage Millennium Community program participation by their membership (to include nonmember leaders) through their conferences, publications, and other opportunities to energize effort.
- Find a private organization to partner in the effort
- Collect "millennium community" applications
- Review applications to determine whether applicant meets the criteria to become a millennium community
- Forward applications to a private partner to acknowledge designated communities or process requests in-house.

- Participate in regular meetings of the partnership to discuss progress on reaching the program's goals. (Ask one of the intergovernmental associations to serve as the secretary for the meetings.)

Local government officials

- Market and encourage broad-based participation by constituents.
- Organize and participate in committees formed around community millennium efforts.
- Recognize community projects which "Honor the Past -- Imagine the Future"
- Apply (through the national association) to be designated a "millennium community" following the White House Millennium Council guidelines.
- Keep the National Intergovernmental Organizations and WHMC updated on their activities.

Nonprofit / corporate partners

- Use "infrastructure" to help market Millennium Community program
- Potentially serve as central processing unit for project
- Provide needed administrative support
 - Fund appropriate means of recognition
 - Process intergovernmental requests
 - Send recognition
 - List communities designated on web site for recognition/with project ideas
 - Create a toll-free hot line to answer questions

WHMC

- Encourage participation -- reach out to key constituencies
- Develop Millennium Community Handbook to serve as a resource tool for communities/ Organize distribution of Handbook

- Plan White House event to launch the program
- Provide Logo to be designated to recognized communities (may include camera ready art)

NEXT STEPS:

- Meet with WH General Counsel to get agreement on concept; develop guidelines for the partnership and logo designation
- Ellen to meet with the First Lady to discuss the concept
- Amy and Lee to meet informally with each potential intergovernmental partner
- Anne to recommend a means for involving Native Americans in the program
- Anne to discuss the plan with White House Intergovernmental senior staff
- Arrange meeting for WHMC Director and Deputy Director with private/non profit partner(s)
- Arrange meeting for WHMC Director and deputy Director with Partners to get agreement on concept and process
- Develop formal partnership agreements
- Develop Millennium Communities Application
- Develop recognition package -- See if corporate sponsor/foundation would consider funding lapel pins and banners; meet with WH staff on certificate
- Develop marketing plan for project
- Develop media plan with Sue
- Develop proposal to launch event (consider the U.S. Conference of Mayors Washington meeting on January 27-29 as an appropriate time to announce the program)