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M E M O R A N D U M

TO: Serge H. Garrison

FROM: John H. Goeldner
Public Information Officer

RE: Capitol Centennial

August 26, 1983

January 17, 1984 will mark the 100th anniversary of the dedication of Iowa's state capitol building. This is a significant historical event for the State of Iowa and its people, deserving of recognition and commemoration. The capitol building is Iowa's most singularly distinctive landmark, an architectural and artistic monument to our democratic ideals that is of national significance. A centennial celebration provides a unique opportunity to reflect upon our heritage and to rededicate ourselves to society's nobler goals. It is appropriate that this event should occur at a time when significant resources are being devoted to restoring the capitol building to its original splendor.

Concerned that the centennial date might slip by unnoticed in the crush of current pressing concerns, I have taken the initiative to contact several parties interested in this event and able to contribute to its celebration. In consultation with Jerome Thompson, Property Development Specialist for the Historical Department, several ideas have been developed for an appropriate recognition of the capitol centennial. These are outlined below.

Joint Resolution--A joint resolution recognizing the capitol centennial would seem to be an easily accomplished, yet very appropriate gesture. It would be most appropriate if this resolution could be approved by both chambers on the 17th (the legislature will convene on the 9th). It would also be fitting to have the Governor address the legislature on that day.

Display--The Historical Department has the capability of producing a portable display depicting the history of the capitol and its significant features. This display would be similar to others that have been set up in the rotunda from time to time. The centennial display would remain on exhibit in the capitol for a period of time and would then be available to museums, libraries, schools and other interested groups. A similar display produced by the the Historical Department on county courthouses cost about \$3,000 to produce. Hopefully, other centennial activities listed below could be used to help defray the cost of the display. I feel very strongly that such a display is needed in our capitol on an ongoing basis and would do much to improve the experience of capitol visitors of all ages.

Birthday Ball--This would be a formal social event similar to the highly successful ball held this year as a fund raiser for the capitol restoration efforts. Proceeds from such a ball could be used to defray the cost of the previously mentioned display as well as contributing again to the restoration needs of the building. Hopefully, this event could be held in the capitol itself and could be coordinated by the

same group that sponsored the last ball.

Picnic--As the weather warms, this event might be held on the capitol grounds or at some appropriate indoor location. This would be an informal event with a program that might include an old-fashioned ice cream social, Bar-B-Q, and Blue Grass music. This event would also be intended as a fund raiser like the above mentioned ball. Hopefully, groups like the Dairy, Pork, and Beef Producers can be persuaded to help host this event. The Legislative Ladies League might be an appropriate group to serve as the organizing committee.

Time Capsule--We have a detailed description of the items placed in the capitol corner stone although it is unlikely that it will be opened for generations to come. The creation of a new time capsule to commemorate the centennial might generate a great deal of public interest, especially if we solicited content ideas from the public. We could also plan to open the capsule at the capitol's bi-centennial.

Medallions--A capitol centennial medallion could provide Iowans with an interesting and potentially valuable collectors item. It could potentially be a good fund raiser as well. This was done with mixed results at Terrace Hill. Mo Baringer has experience dealing with minters.

Postmark --A centennial postmark for use by the capitol mailroom would be an inexpensive method of recognition that would spread the word about the centennial to a vast audience.

100 Years Ago Today--During the legislative session, take daily note, possibly on the calendar, of significant legislative events of 1884.

Publications--I plan to have a new edition of Under the Golden Dome and a Capitol Brochure available by January. The Historical Department is also planning a brochure for a walking tour of the capitol grounds. A special limited centennial edition of the Golden Dome could be easily produced simply by printing a special cover with a centennial seal or logo. A logo could also be carried over to a variety of other consumer items for the gift shop such as T-shirts, buttons, bumper stickers, and jewelry.

Both the Public Information Office and the Historical Department are interested in seeing this centennial appropriately recognized. We are both willing to provide support services and information but are unwilling to serve as lead organizers because of the pressure of other responsibilities and because of the general feeling that a more diverse group should be involved in the planning. We suggest the appointment of a centennial committee or the cooption of an existing group such as the capitol ball planning group or the Legislative Ladies League.