

Oregon Heritage Commission

9 a.m., November 7, 2011

Timberline Lodge

Timberline

APPROVED MINUTES

Members present: Dan Cantrall, Kimberly Jensen, George Kramer, David Lewis, Carol Michael (phone), Jan Mitchell, Andrea Morgan, E. John Rumpakis (phone), Jim Scheppeke, Jon Tullis.

Staff Present: Kyle Jansson, Kuri Gill, Cara Kaser.

Visitors Present: Kimberly Howard, Linny Adamson.

Mitchell called the meeting to order at 9:20 a.m. Commissioners, staff and citizens introduced themselves.

Tullis welcomed commissioners to Timberline Lodge, and talked about the importance of history to understanding the future.

MINUTES: Lewis moved that the revised draft minutes of the July 17 meeting be approved. Jensen second. Approved unanimously.

PUBLIC COMMENTS: Howard, the manager of the Oregon Cultural Trust, talked about how this has been a traditional time of giving to the Trust as well as the many heritage organizations that have received funds. She encouraged commissioners to give whatever they can to the Trust and hoped that 100 percent of commissioners would participate this year. Mitchell said the small grants of Cultural Trust funds in Clatsop County have been very useful to those organizations.

COMMISSIONER REPORTS AND COMMENTS: Rumpakis talked about the increasing interest of Hellenic studies. He had also attended the groundbreaking for the Oregon Rail Heritage Center that is being built near OMSI.

Lewis talked about his expanding role with the Confederated Tribes of the Grand Ronde Reservation, as well as the Tribe's purchase of the former Grand Ronde School and developing plans for it. He is also working with the Willamette Falls Heritage Foundation, with the Oregon Department of Transportation on the new Willamette River Bridge at Eugene, a new collection about the Chemawa Indian School, and a City of Portland interpretive project.

Jensen said she attended the Multnomah County Library's kickoff of an exhibit on Louisa May Alcott, and is helping with an online exhibit on contributions of women from heritage communities.

MUSEUM GRANTS: Gill said that a review committee had met Nov. 2 to evaluate the 33 applications for Museum Grants that totaled more than \$200,000. Two of the nine recommended recipients have previously not received a competitive grant from the Commission and the nine are spread around the state. A majority of the applications were about collections. Kramer asked about the projects that did not show any match. Gill said that for those two the organizations have funded related work related to the project, or they did not include a value for volunteer time. Cantrall said he appreciated the funding of archival projects. Mitchell asked if there was any way the Commission could stimulate applications related to tsunami preparedness. Schepke asked if the committee or the Commission had any technical standards for digitization work. Gill said the recommended grants had sufficient information about the digitization to show they met some of the common measurements. Kramer said the Commission may want to set some standards. Kramer moved the recommended grants be approved. Tullis second.

Heritage Vitality:

Jansson noted this section of the agenda was set up to match the recommendations of the Heritage Vitality Report.

LEGISLATIVE TASK FORCE: Jansson reviewed the purpose of the Task Force and said the Legislature has appointed its members to it. He has met with the Governor's appointments director about the appointment process for those positions. Some Commissioners suggested that it would be good if they could meet with the Task Force to tell them what they have identified as the problems for heritage in Oregon. Some Commissioners said the Commission ought to come up with proposals for solutions that could be presented to the Task Force. Mitchell also asked for recommendations on who to appoint as the Commission's representative on the Task Force.

ECONOMIC AND CULTURAL VALUE: Following up on information from Travel Oregon, Jansson said he had talked with a tourism research consultant about what the Commission would need to do to calculate the value of heritage tourism in Oregon. Jensen asked if the study would gain the Commission anything. Jansson said the statistics are important for getting attention to the economic value of heritage, including from the state's tourism marketing organizations. Tullis said it would help identify potential partners and create plans to support heritage tourism. Gill said the Vitality Report as well as recent questions at the Oregon Museums Association meeting show many want this data, expect the Heritage Commission to gather it, and are looking to Heritage Programs to create the messages about the importance of heritage tourism. Kramer said the important questions the study needs to answer are how many heritage tourists there are and where are they coming from, how much are they spending, what are their demographics, whether they come for heritage or it's an add-on, and what would it take for them to spend more days here. Commissioners suggested other partners for funding the project.

STRATEGIC COMMUNICATION: Jansson reported he is working at developing a communications plan for Heritage Programs so that it can communicate the values and statistics about heritage that were identified in the Vitality Report.

Jansson distributed copies of the new Historic Preservation Plan and noted that its recommendations were built upon both the Heritage Vitality Plan, but also the regional roundups the Commission conducted in 2010.

Jansson also distributed decks of the Heritage Playing Cards. He noted Gill's work on them, and that the cards have been warmly received around the state.

EXPAND TRAINING: Gill said approximately 40 people attended a one-day training created by Heritage Programs for military heritage organizations in October. Besides the training, it generated networking and communication among the groups.

A group is preparing a grant application to implement the Connecting to Collections plan that was presented to the Commission earlier this year. Jansson said he had attended a national gathering of planning project directors and found that issues Oregon had faced were typical of other states. He also said that Oregon had better than average communication among the library, archives and museum sectors, and that other states found the multi-sector approach of the Heritage Commission is envied by them.

Jansson said the regional partners will be meeting in the next few weeks to determine how to measure their activity, how to more efficiently provide services and participation in the Connecting to Collections Grant.

Gill and Jansson made presentations at the Oregon Museums Association conference about collections care training, and received feedback on when and how museum think it can be made available. They also found strong interest in the Preservation Training Academy concept being considered by the C2C project.

RELATED GROUPS: The Heritage Coordination Group includes the Heritage Commission, State Archives, State Library and State Historic Records Advisory Board. It is required to meet semi-annually. Jansson reported the group had its first meeting, and its second meeting will be in January. He said the members have identified the work required by HB 2859 and will be tackling them one at a time.

The Collections Preservation Cabinet is the group recommended by the Connecting to Collections committee to provide recommendations to the Heritage Commission about collections preservation issues. Mitchell said she contacted each of the organizations to get two recommendations for the group. There will be followup to get recommendations from those that have not responded.

BUILDING ON THE HERITAGE OF TIMBERLINE: While Commissioners ate lunch, Tullis showed how Timberline is building on its heritage through its website and publications. He noted, for example, that the designs of several publications this year are a concept built upon a 1939 Timberline brochure.

NEXT MEETING: Commissioners decided by consensus that the Dec. 9 meeting will begin at 1:30 p.m.

PARTNER PLANNING: OREGON STATE LIBRARY: Scheppke talked about the inter-related histories of the State Library, State Archives and State Law Library. Today, the \$2.2 million of federal grant funds annually are critical to ongoing programs. Commissioners took note of Scheppke's role in the creation of the Heritage Commission from a Task Force recommendation to the 1995 Legislature. They thanked him for his long service with the Library and his support of the Commission, and wished him good luck in his retirement.

ADJOURN: Tullis made a motion to adjourn the meeting at 2:03 p.m. Kramer seconded. Approved unanimously.