

Oregon Heritage Commission

January 23, 2017

CAPACES Leadership Institute
356 Young Street, Woodburn, OR 97071

MINUTES

Commissioners: Chrissy Curran, Todd Kepple, Sarah LeCompte, David Lewis, Eric Martin, Jerry Ostermiller, Chelsea Rose, Layne Sawyer, Matias Trejo de Dios

Staff: Todd Mayberry, Kuri Gill, Katie Henry, Ian Johnson

Public: Efrain M. Diaz-Horna, Jose Gonzalez B, Gustavo Gutierrez-Gomez, Sue Densmore, Yolanda Tavera, Francisca Gonzalez-Garcia, Laura Isiordia, Jaime Arredondo, Abel Valladares

1. Call to Order (9:00 a.m.) Eric Martin
 - Martin called meeting to order.
 - Martin addressed conflict of interest rule in OHC Bylaws and grounds for recusal for commissioners when decision-making “affects either their personal interests or the interests of organizations of which they are directors, board members or trustees, or employees.”
2. Welcome from new OHC Coordinator Todd Mayberry
 - Mayberry provided background on work history; excited to serve organizations and individuals engaged in heritage work across the state; especially focused on reaching underserved and underrepresented communities.
3. Introductions All
4. Approval of Agenda (9:10) All
 - Ostermiller moved the draft agenda be approved. Trejo de Dios seconded, approved.
5. Approval of Minutes of October 17 meeting All
 - Ostermiller moved the minutes be approved. Kepple seconded, approved.
6. Public Comments (9:15)
 - Gustavo Gutierrez-Gomez, community relations manager for the City of Woodburn, welcomed Commission. Spoke of the power of the city’s multicultural approach to reflect the diverse and rich culture and heritage of its citizenry.
 - Efrain M. Diaz-Horna from Instituto de Cultural Oregoniana spoke of the Latino or Hispanic community rooted in Woodburn and neighboring towns and cities including Salem. Listed demographics including the fact that K-12 students in Woodburn are 82% Latino or Hispanic. Stated that this community identifies as Oregonians or *Oregonianos* – we all belong here and want to make this state great.

7. Awards & Recognition (9:30)

A. Oregon Heritage Excellence Awards

Todd Mayberry

- Oregon Heritage made minor updates to the criteria and nomination information under all three categories (awards to individuals, organizations or businesses, and projects) to make it more clear and concise.
- A new award has been added to the Oregon Heritage Excellence Awards program: the Sally Donovan Award for Historic Cemetery Preservation. Each year one award will be given for a project, organization, or person for outstanding contribution in the preservation of Oregon historic cemeteries. The award is named in memory of Donovan, who brought cemetery preservation to the forefront in Oregon. She developed historic cemetery planning and trained hundreds in the assessment, cleaning, and repair of monuments.
- It has been publicized and the nomination deadline is January 27.

B. Oregon Heritage Tradition

Todd Mayberry

- Ad hoc committee consisting of Mari Lou Diamond, Carole Astley, and Laura Ferguson met remotely over-the-phone to review applications on January 12. Committee members unanimously agreed to bring the applicants before the Commissioners for a vote.
- Mayberry presented on Astoria Scandinavian Midsummer Festival application. All criteria reviewed. Ostermiller addressed Commission as a citizen of Astoria, spoke of its impact on the local community, and expressed that he was in favor of the designation. Martin moved that the designation be approved. Trejo de Dios seconded, approved.
- Mayberry presented on Woodburn Fiesta Mexicana application. All criteria reviewed. Trejo de Dios addressed Commission in Spanish and English. Thanked City of Woodburn and acknowledged how culturally rich this place is. Stated *Oregoniano* community is the soul of Oregon; recognition of the Fiesta as an Oregon Heritage Tradition will help strengthen culture and diversity in our state. Trejo de Dios recused himself from the vote. Public attendee Jose Gonzalez B. spoke briefly to the Commission on the importance of the Fiesta. Gonzalez B. is a high school student in Woodburn. Stated Fiesta reminds young people of Mexican descent like him of who they are and instills pride in their culture; Woodburn a unique place in the state of Oregon; the Fiesta is special because it recognizes the history of the Latino community. Lewis moved that the designation be approved. Ostermiller seconded, approved.

C. Oregon Heritage All-Star Communities

Kuri Gill

- Gill presented on City of Bend application for Oregon Heritage All-Star Community designation. Review of each of the criteria areas (20 total). Martin asked if disaster preparedness planning should be part of the criteria for approval moving forward. Sawyer agreed with Martin's recommendation. Curran stated that there is a pretty rigorous bar that communities need to meet already; after a five year review the Commission will assess their progress in criteria areas where there is room for improvement. Gill will present a report this summer on status of the first five All-Star Communities and open broader discussion at that time with commissioners. Lewis moved that the designation be approved. Kepple seconded, approved.

7. Commission Big Think (10:00)

Todd Mayberry

A. Digitization update

- Mayberry discussed defining goals around statewide digitization initiative. Mayberry met with Commissioner MaryKay Dahlgreen to develop partnership between Oregon Heritage and Oregon State Library. Mayberry also reported that he is serving on a steering committee for the Liberated Archive Forum for the upcoming annual meeting of the Society of American Archivists (SAA) which will be held in Portland on July 23-27.

B. Communications Toolkit work session

- Mayberry explained that he wants to start work again on assembling a communications toolkit as it aligns with Communications Goal 2 of the Oregon Heritage Plan. “Today’s focus is on creating a toolkit for commissioners so that they can talk succinctly and knowledgeably about the Commission’s programs and heritage issues across the state of Oregon.” Mayberry led work session by asking commissioners to discuss and share situations where they find themselves talking about “heritage values and issues” and the “commission’s programs.” Commissioners responded:
 - meetings (various); when out and about in the public – especially when encountering heritage related non-profits;
 - historic preservation groups/organizations/associations;
 - art and cultural organizations;
 - social settings, along with business and heritage related settings;
 - speaker engagements;
 - one-on-one contact;
 - heritage organizations;
 - key stakeholders and decision makers.

Commissioners voiced that they would like to define when it is appropriate and where it is appropriate to bring up Commission. Mayberry asked, based off of these situations, what the best tools are or might be for commissioners. Commissioners responded:

- Oregon heritage website;
- social media presence;
- need for business cards;
- prepared PowerPoint slide presentations for speaker engagements;
- provide a history of the commission;
- menu with flowchart connections with access points for people managing OHC programs (ex.: A contact for MentorCorps that they can refer to, All Star Communities, etc.);
- pamphlets, brochures, and rack cards;
- description of how the National Register works in Oregon.

Mayberry stated he will follow up by providing an online survey for commissioners to continue to weigh in on to help future discussion on defining who our audience is and the additional communication tools that we might use to reach them. Mayberry explained again that this is the beginning of a larger discussion. Commission will continue to revisit the communications toolkit over coming meetings – including building a separate toolkit for our heritage leaders and organizations.

8. Lunch (11:30)

Sharing memories around Woodburn’s Fiesta Mexicana

Special Guest Speakers: Former Fiesta Mexicana Court members

- Commissioners were joined by Yolanda Tavera and Francisca (Kika) Gonzalez-Garcia for lunch. Tavera shared memories around being a past Fiesta Mexicana queen in 1969 along with her family’s background as Tejanos who relocated in Woodburn. Gonzalez-

Garcia recollected her experience as being the first ever queen in 1964. Also a Tejano, Gonzalez-Garcia was born and raised in Edinburg, Texas. Her family came to Oregon in 1960 and finally settled down in Woodburn in 1962. Both Tavera and Gonzalez-Garcia have worked for the Woodburn School District for many years. Gutierrez-Gomez from the City of Woodburn also joined us. Commissioners thanked Gutierrez-Gomez for all of his work in helping to arrange our visit to his city.

10. Walking Tour (12:15-1:00)

A. CAPACES Leadership Institute (CLI)

Special Guest Speaker: Laura Isiordia, Executive Director, CLI

- Isiordia welcomed commissioners to the CAPACES Leadership Institute. Explained that the CLI is a non-profit organization that was founded to prepare leaders with the political consciousness and capacity needed to lead and support social justice work. CLI is a permanent part of the Oregon farmworker movement, led by PCUN.

B. *Pineros y Campesinos Unidos del Noroeste (PCUN)*

Special Guest Speaker: Jaime Arredondo, Administration, PCUN

- Arredondo welcomed commissioners to the greater PCUN campus. Shared some history of the organization, highlighted the Northwest Digital Archives' PCUN Digital Collection partnership with the University of Oregon, and talked about his family connection to the work he does and the greater community that he serves.

C. Walking tour of PCUN and CLI campus

Special Guest Speaker: Abel Valladares, Program Coordinator, PCUN

- Valladares led commissioners on a walking tour that included sharing background on exterior murals of the CLI building, interior mural of PCUN building, and a behind-the-scenes studio tour of PCUN's *Radio Movimiento* station. History of CLI and PCUN explained in detail.

11. Oregon Heritage Updates (1:30)

Ian Johnson

A. Goal 5 and Oregon Administrative Rules (OAR)

- Johnson explained the proposed Goal 5 and Oregon Admin Rules changes in depth. Martin noted that we should consider adding one paragraph on the National Register – what it is and how it works – in our communications toolkit; commissioners can then explain the program to heritage individuals and organizations, along with the general public, “in the field.”

B. 2017-2022 Oregon Historic Preservation Plan

- Johnson provided an update on Oregon Historic Preservation Plan. Preservation Plan from 2011-16 is about to cycle out. State Historic Preservations Office (SHPO) will hold public meetings statewide to engage local and regional preservation partners to “identify what is special about Oregon and how best to preserve it for future generation.”

12. Oregon Heritage Summit (1:00)

Kuri Gill

Update

- Gill announced that the first-ever Oregon Heritage Summit will be taking place at the Chehalem Cultural Center in Newberg on April 26-27. The summit will focus on funding for heritage projects of all kinds.

13. Oregon Heritage Grant Programs (1:05) Kuri Gill
Update
- Gill notified commissioners that the following Oregon Heritage grants have opened or are scheduled to soon:
 - Oregon Main Street Revitalization Grant [deadline March 17];
 - Veterans and War Memorials Grant [deadline February 17];
 - Certified Local Government (CLG) Grant Program [deadline February 24];
 - Historic Cemetery Grant Program [deadline May 2];
 - Museum Grant Program [deadline May 2];
 - Diamonds in the Rough Grant Program [deadline May 12];
 - Preserving Oregon Grant [deadline May 12].

The opening of the Heritage Grant Program will be announced in the fall of 2017.
14. Outreach and Technical Services (1:10)
- A. Connecting to Collections IMLS Grant update Katie Henry
- IMLS report filed and officially done. Resulted in over 50 workshops; over 1000 served through program. Henry also pointed out MentorCorps module training. Martin requested that final report be circulated among commissioners.
- B. Technical Assistance Partner and MentorCorps update
- Henry is in discussion with Technical Assistance Program (TAP) partners Tamastlikt Cultural Institute and Coos History Museum. Oregon Heritage currently defining big picture expansion of MentorCorps; exploring how we can realign our TAP with MentorCorps to better serve statewide heritage organizations and individuals. Call for new mentors will be made. Will need to seek continued Oregon Cultural Trust (OCT) funding for this program area. Kepple moved that Commission vote on approval of seeking OCT funding. Lewis seconded, approved.
- C. SOHS and Greater Redmond Historical Society debrief Todd Mayberry
- Mayberry visited Greater Redmond Historical Society (GRHS) based off of invitation by Kathleen Clark, executive director of GRHS. They are facing an uncertain future due to loss of lease in city owned building. Have assigned a mentor to assist in next steps; Mayberry will advise where necessary. Mayberry also visited Southern Oregon Historical Society (SOHS). In contact with board of trustees. SOHS facing uncertain future due to Jackson County Heritage District Ballot Measure not passing. Mayberry will continue to monitor and assist, as appropriate. Oregon Heritage will apply MentorCorps resources.
15. Reports by Commissioners (1:45) All
Sawyer
- Feb. 14 is the state birthday. State constitution on display in State Archives. Fundraising for exhibit case. Noted upcoming Society of American Archivists (SAA) annual meeting in Portland.
- Lewis
- Couple of books in manuscript form. Working title: "Tribal Stories of Omaha Valley." Tom at University of Oregon edited volume on Kalapuya. Served on Native American panel for "Astoria" play – of Peter Stark book – at Portland Center State at the Armory. Panel evaluated how the production did or did not use native voice and perspective in play and where stereotypes persisted. Lewis mentioned that he was also asked to serve on SAA steering committee.

Kepple

- Klamath Falls is celebrating sesquicentennial – 150 years old this year!

Ostermiller

- NOAA robotic survey of the Oregon Coast looking for evidence of humans.

Trejo de Dios

- Getting “up to speed” with Oregon history. If he had a magic wand he would apply resources across the state. Noted how important it is to have the Commission meeting in Woodburn. Excited about the possibility of student program at Western Oregon University partnering with Willamette Heritage Center on bilingual interpretive labels.

Martin

- Present as commissioner in October at Phi Beta Kappa award ceremony for PSU Archaeology Roadshow, which received grant funding from Oregon Heritage. Commission chair and vice chair terms end in June. Will convene a nominating committee. Needs volunteers for the committee; “let us know if you are interested in serving.”

Curran

- Legislative session starts February. OPRD will present budget then. Provided update on heritage related bills. Busy spring with Main Street Grant Program; lottery bonds up for review. OPRD Commission needs two more commissioners.

16. Next meeting locations (2:15)

All

- April 27 at Chehalem Cultural Center with Oregon Heritage Summit in Newberg

17. Adjournment (2:30)

- Trejo de Dios motioned to adjourn. Approved.