

Oregon Heritage Commission

April 11, 2018 Meeting

Liberty Theater, 849 NW Wall St, Bend

Commissioners: Todd Kepple, Jerry Ostermiller, Sarah LeCompte, Eric Martin, Laura Ferguson, Anne LeVent Prahl, Chelsea Rose, Chrissy Curran, Layne Sawyer;

Attempted to call but phone connection failed: Matias Trejo de Dios, Andrea Morgan

Staff: Beth Dehn

Public: Greg Leo, Cynthia O'Donnell, Rachel Leo, Sam Shogren

Minutes

1. **Call to Order (9:00 a.m.)** Todd Kepple

2. **Introductions** All

LeVent Prahl introduced herself as a new commissioner.

3. **Approval of Agenda (9:05)** All

LeCompte motioned for the agenda to be approved. Rose seconded; approved.

4. **Approval of Minutes from January 21, 2018** Todd Kepple

Ferguson motioned for the January 21, 2018 minutes to be approved. Martin seconded; approved.

5. Public Comments

Greg Leo is the vice-chair of Friends of Historic Butteville that is a cooperative organization that is closing. He sees new opportunities for doing heritage differently.

Cynthia O'Donnell is with the Hillsboro Landmarks Association and a historic research firm. She wants to volunteer more in Oregon and provide history help to others.

Rachel Leo is from French Prairie, which has a new DMO for promoting local tourism.

6. **Collections (9:15)** Beth Dehn

A. Digital Collections Survey

Dehn reported that the Digital Collection Survey opened on February 15 and will close April 30. To date, 166 unique responses were collected, the majority from museums and historical societies. A significant amount have been returned via mail. The MentorCorps mentors and partners have helped distribute the survey through their channels.

Dehn reported on the MentorCorps Partner program that is new in FY18. Ten service areas were identified in the state and seven partner organizations signed agreements to offer one technical training per year and additional mentor services. Simultaneously staff has created a MentorCorps module on digitization basics that will now be available for Mentors and Partners to use.

Commissioners discussed the long-term solution to state-wide digitization. Sawyer expressed concerns about long term hosting of a Content DM portal and asked if DPLA is still an option.

Follow-up: Send letter from Heritage Commission Chair to State Library Board with along with the results of the digital collections survey to express the importance and need/desire for continued partnership during the leadership change at State Library.

B. Spring Workshops

Oregon Heritage is working with Elizabeth Kallenbach to offer a Collections Prioritization Workshops at six locations around the state in May and June. Three of the workshops will be hosted by MentorCorps Partners. The hope is that the outcome of the workshop will be reflected in grant applications and merge with the work Oregon Heritage is doing on digitization.

Commissioners noted the absence of partner locations in central and eastern Oregon and suggested Kam Wah Chung, Burns Public Library and Grant County Museum as potential sites. Le Compte suggested a way to increase workshop attendance and assist small all volunteer-run organizations would be to offer a certificate for attending 3+ workshops. The certification could be a credential to use when applying for grants. Is there an opportunity to offer virtual iLearn trainings to new volunteers?

7. Economic Development/Tourism (9:35)

Beth Dehn &
Committee

A. Statewide Celebration Update

Curran reported that OPRD is reviewing which Legislative Concepts they will move forward with for the 2019 session. She feels she can safely say the language change will be taken up. The Commission examined the committee's draft examples of Criteria 1. Minor language changes were suggested. Defining these criteria will be necessary when the application is taken through the rulemaking process, which will be approached after the outcome of the Legislative Concept Request is known. Martin moved to approve the application form with the proposed changes. Ferguson seconded; approved.

Follow-up: Dehn will make changes to application and post on website.

B. Oregon Travel Experience Signs

Dehn reported that Oregon Heritage will be designing 8 Oregon Travel Experience signs to be placed in rest stops for summer 2018. This is the third year of the program and staff has chosen to highlight Oregon Heritage Traditions. Discussion included thoughts of how to link people to more information about the traditions. Ostermiller asked for second language options to be considered.

8. Education (9:55)

9. Communications (10:00)

A. Toolkit Update

Beth Dehn &
Committee

Dehn reported on Toolkit progress. Staff is moving forward on producing three of the four proposed tools by June 30. The Tool Kit Committee met in late January to review the budget and

proposal by Full Focus Communications to complete the Why Heritage Matters flyer. The committee approved adjusting the Cultural Trust funds within the proposed scope of work. Dehn noted that the creation of the toolkit meets goal two of the Heritage Plan.

Commissioners suggested proposing sessions at conferences to present the toolkit and how to use it. Discussion on future communication tools including Commissioner nametags and an enhanced commissioner webpage with photos and longer bios (field of work and region of state) of each commissioner.

10. Report on SHPO Preservation Plan (10:15)

Chrissy Curran

Curran presented the 2018-2023 Preservation Plan that was recently published by SHPO. The National Park requires the plan to be updated every five years in order to receive funding. Curran noted that the new plan includes all of Oregon Heritage, which encompasses the Commission's programs. Commissioners noted that the accomplishments from the previous plan were useful.

Martin asked if the Preservation Plan and the Heritage Plan should be better aligned to save Oregon Heritage from repetitively going out to collect data. Curran responded that there are benefits and challenges to timing the plans together or separately. They are currently separate because that is how they started. The commission didn't have many programs in 1995 when the plan first started, so there wasn't propulsion to merge the two plans. Cost-wise, it's probably best to keep them separate. However, there is an opportunity to use data gathered by both and focus on outreach gaps. Commissioners strongly felt the planning process between the two plans should be coordinated even if the plans aren't.

11. Long Term Planning (10:30)

Beth Dehn

Dehn led an initial discussion about planning for the 2020 Heritage Plan. Commissioners reported that when the Heritage Plan was created Collections and Tourism were prioritized because of projects and actions that were in place at the time. Education was recognized as important but difficult to address. The communications goal came out of the Vitality Survey/Report.

Discussion for the 2020 Plan included: **Audience.** While the Plan should act as a document for the state, the immediate audience is more focused. It should set the tone and expectation for partner organizations. **Format.** The format is similar to what was done before. Ferguson noted that the toolkit can be more of a public facing documentation, but the plan can be more directed to the Commission. **Data Collection:** Vitality Report is still relevant and should be a good base, but Commission should compile most current data for review, including outreach from Preservation Plan, Digitization Survey results, and other available data. **Partners:** Reach out to ex-officio members and ask how we can make this meaningful to them and increase their involvement in the commission. **Progress Report:** Evaluate what works, what hasn't and why. Keep running with what works.

Next steps:

- Report on what worked and what didn't work in the 2014-19 Heritage Plan. Coordinator will take first crack at this and present it to commission for feedback.
- Create a list of most recent data collection and what we have.

- Consider SHPO to present Preservation Plan outreach at next meeting.
- Add Planning as agenda item to future meetings

12. Membership Update (11:20)

Todd Kepple

A. Update on commissioners

B. Action on Vice Chair Selection

Ostermiller reported that the nominating committee surveyed the position and the length of service the commissioners had on the Heritage Commission. The committee was pleased that everyone had the experience and leadership skills to fit the position. The committee nominated Chelsea Rose for Vice-Chair. Ferguson moved for Rose to be Vice-Chair of the Oregon Heritage Commission effective July 1. Martin seconded, approved.

13. Create Ad Hoc Committee Cultural Trust Funds (11:35)

Todd Kepple

Kepple called for volunteers to form a committee to review the staff proposal for Cultural Trust Funds for FY19. The Committee will meet in early July with the goal of presenting the vetted staff proposal at the July meeting. Martin requested that staff provide information about ideas ruled out of the proposal and why so that the committee has something to compare to.

Sawyer and LeVant PrahL volunteered for the committee. Martin and Ferguson also willing.

14. Reports by Commissioners (11:40)

Ostermiller: Expressed that he has appreciated being part of the team and recalled that his first Commission meeting was in Astoria as will be his last. He has seen great progress and talent pool grow over the last 10 years. He is planning the July meeting in Astoria to include a VIP tour of Fort Clatsop, trolley tour, and boat tour.

Ferguson: Welcomed commissioners to Bend. She is busy with Preservation Month in May and is working on a new exhibit about rock climbing and mountaineering.

Martin: Thanked the Heritage staff for the conference and reported that he presented the Heritage designation at the Lebanon Strawberry Festival at a Chamber event. He encourages other commissioners to make these designations as they are fun events.

LeCompte: Reported that Tamaskalit is hosting a workshop on how to display Native American history and that Grant County recently hired a part-time position for heritage.

Sawyer: Reported that the State Archives will host a fall exhibit on the State Fair and that the NW Archivists is meeting in October. Also reported that in 2019 Oregon Bluebook will include a color insert on community festivals, of which heritage traditions will be included.

Curran: Reported that she has been busy with legislative planning in April. SHPO is wrapping up the Eastmoreland nomination for the National Register and are focusing on the reauthorization of the Special Assessment program. A big consideration is how to help folks get some funding upfront so that they are able to participate in the Special Assessment program. She is also working on the Heritage Hub, which will combine all databases into a GIS system.

Rose: Reported that the Jefferson Historical Group will soon be meeting for two days of talks. This is the 42nd year of the gathering.

LeVant PrahL: Reported on Portland-based groups she is active in: the Portland Area Archivists and the PDX Museum Group. The Archives Crawl in the fall has 32 organizations signed up to

participate. She has a PhD student from Belfast coming in the summer to work on oral history projects of minorities and has time for the student to work with other groups if anyone has ideas.

Kepple: Reported that Klamath County Museums are working on a new display about the balloon bomb and are looking for examples of short YouTube history videos that are easily digestible as a model for future work.

15. Next Meeting Locations (11:55)

A. June 4 from 1-2 p.m.: Call-in Meeting for Grant Approval

B. July 30 in Astoria: Columbia River Maritime Museum

C. October 8: Klamath Falls

D. January 14: Eugene/Springfield Area

E. April: Medford (in conjunction with 2019 Summit)

16. Adjournment (12:00 p.m.)