

# Oregon Heritage Commission

Minutes: July 30, 2018 Meeting

1792 Marine Dr, Astoria, OR 97103

**Commissioners:** Todd Kepple, Jerry Ostermiller, Sarah LeCompte, Eric Martin, Laura Ferguson, Matias Trejo de Dios, Anne LeVant Prah, Chelsea Rose, Chrissy Curran, Andrea Morgan (phone), Layne Sawyer (phone)

**Staff:** Kuri Gill, Katie Henry, Beth Dehn

**Public:** Rosemary Johnson, Sam Johnson, Loran Mathews, Carla Oja, Tom Smith

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

Todd Kepple

**2. Introductions**

All

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

All

**4. Approval of Minutes from June 4, 2018**

Todd Kepple

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

**5. Public Comments (9:10)**

Rosemary Johnson thanked the Commission for Oregon Heritage's programs and services that have been instrumental in the Astoria community; particularly grants such as Diamonds in the Rough, programs including Special Assessment, and recognition such as the Scandinavian Festival becoming an Oregon Heritage Tradition.

Loren Mathews from the Astoria Scandinavian Midsummer Festival announced the festival is moving into its 52<sup>nd</sup> year and presented a brochure for the new Scandinavian Heritage Park that is being developed.

Carla Oja thanked the Commission for the designation of the Heritage Tradition to the Astoria Scandinavian Midsummer Festival and shared what it has meant to her family.

**6. Oregon Heritage Traditions (9:20)**

Beth Dehn

**A. Action on Azalea Festival**

& Committee

Dehn presented the Brookings-Harbor Azalea Festival and Parade application. The festival brings together over 4,000 attendees annually to participate in a wide range of events over four days. The Azalea Festival will celebrate its 80<sup>th</sup> year over Memorial Day Weekend in 2019.

Ferguson motion to designate the Azalea Festival an Oregon Heritage Tradition. Seconded by Rose; approved.

**B. Action on Grant County Fair**

The Traditions Committee unanimously decided the Grant County Fair application was not complete enough to make a recommendation for designation. The Committee discussed the need to update the current application to ask clearer questions. The Commission then discussed how to categorize county fairs. While county fairs may be the biggest event in the community, the conversation focused on whether or not they contribute to tourism and have a demonstrated public profile (criteria 3 & 5). The Tradition Committee will revise the application and bring it to the full Commission before sending it to the Grant County Fair to reapply.

Gill suggested a future opportunity to research what it means for a town to reinstate their celebration after pausing for events like war.

**Follow-up:** Dehn will work with the Committee to update the application and circulate it to Commission as a whole.

### **7. Report on Grants (9:40)**

Kuri Gill

Gill presented a final report on FY18 grants projects for the Museum, Preserving Oregon, Diamonds in the Rough, and Cemetery grants. Gill added a new evaluation component in 2018 that solicits anecdotes and data about what impact the grant had on the receiving organization. Substantial data was gathered and this evaluation process will continue.

Martin asked what possibilities exist to message the value of the grant proposals that didn't get funded in order to increase grant funding in the future; particularly highlighting the grants that come from multiple funding sources: tax payer dollars, lottery funds, Cultural Trust partner grant money, and matching funds. Curran responded that she requested additional funds for four of the grant programs. She continues to educate the Parks & Rec Department about the value of grants and their statewide reach. This is the first year a map of grant project locations was shared with the State Parks director. Curran will also share this information with OPRD's new legislative fiscal analyst.

### **8. Collections (10:40)**

Beth Dehn

#### **A. Digital Collections Survey Results**

Dehn reported the key findings of the 2018 Digital Heritage Collections survey. Survey responses can be found on the Commission's webpage. Staff is pleased with the response rate (178 unique organizations) and the thoughtful responses came out of the survey. The next step is continued conversation with Oregon and Washington State Libraries and a meeting with U of O library and archive staff.

#### **B. Spring Workshops Report**

Dehn reported that Collections Prioritization workshops were held in six locations around the state in Spring 2018. Four of those locations were hosted by MentorCorps Partners. Over 100 attendees participated. Collections supplies and a collections management book were distributed to many participating organizations.

### **9. Report on MentorCorps Program (10:55)**

Katie Henry

Henry reported the outcomes of the Heritage MentorCorps program in 2018. Two individual mentors and 7 partner locations were added to the program. Henry calculated that over 500 hours

of service assisting 50 heritage organizations was completed. Additionally, 9 workshops were hosted by partner locations. Henry will work with staff to evaluate the program in the next year and work to empower mentors to arrange workshops and mentoring on their own.

LeVant Prahll suggested a module in the basics of archives management as an addition to the program. Trejo de Dios asked about the possibility of an organization receiving a credential or certificate for taking several modules. Another suggestion was incorporating a question into the grant application about whether an organization had attended a training or MentorCorps module as a way of pitching workshops and technical assistance to all members of an organization including board members.

#### **10. Economic Development/Tourism (11:15)**

Beth Dehn

Dehn reported that two Heritage Tourism workshops were hosted in targeted locations. Klamath Falls was chosen because the community had participated in Travel Oregon's intensive Rural Tourism Studio 6 months prior, and Newberg was chosen because of the strong wine and culinary tourism industry and the opportunity to connect heritage organizations into existing infrastructure. There was a strong turnout: June 12 in Klamath Falls (25) and June 14 in Newberg (34). Total of 59 participants.

Kepple mentioned that the Klamath Falls group recently had a meeting to plan a follow-up meeting for their workshop group.

#### **11. Presentation on Anthology of Oregoniano Poetry (11:25)**

Matias Trejo de Dios

Trejo de Dios presented the printed edition of Oregoniano poetry, which is a project of the Instituto de Cultura Oregoniana. The project began four years ago and has culminated into a book designed, organized and published entirely in Spanish. The Instituto aims to sell copies at a low price and work to get them included in public and school libraries in Oregon.

#### **12. Communication Tool Kit Update (11:35)**

Beth Dehn

Dehn presented the three elements of the toolkit completed with Cultural Trust dollars: a business card, pocket menu, and Cultural Value of Heritage flyer. These components meet Communications Goal 2 of the Heritage Plan. The next step will be creating additional external tools for the Communications Toolkit prior to beginning advocacy.

#### **13. Education (12:15 p.m.)**

Morgan reported on updated to multicultural state standards.

#### **14. Report on Cultural Trust Impact Study (12:20)**

Aili Schreiner

Schreiner presented the outcomes of a newly released study of the Cultural Trust produced by ECONorthwest. The study is divided into three sections: securing funds, distributing funds, and maximizing returns. Schreiner noted that study found that the Trust provides stable and accessible funding for culture in the state and that the Trust effectively allocated resources collected from urban areas to rural areas. Key findings show that the Trust distributed \$17.5 million in grant funds. For each \$1 million granted by the Trust and spent by cultural organizations, an additional \$700,000 in economic value is generated by other Oregon businesses.

**15. Action on FY19 Cultural Trust Funds Proposal (12:45)**

OCT Committee

The Cultural Trust Funds Committee met on July 25 to review staff’s proposal for the use of FY19 funds. Dehn presented the proposal with input from the Committee. The proposal included technical assistance through the MentorCorps program, Oregon Heritage All-Star grants for each of the seven communities who are qualified, scholarships to the 2019 Heritage Summit, a workshop for measuring visitation, and a study of the volunteer impact in heritage organizations in Oregon.

Discussion included whether to include the State Heritage Area in the Heritage All-Star grants. Gill replied that it is an option in the future when the State Heritage Area has met their full requirements. Further discussion included the Study of Volunteer Impact as an advocacy tool. Commissioners concluded that a challenge of the Toolkit has been quantifying how heritage makes impacts in the state. This study would be an achievable place to start. No partner organization has yet been identified. The Commission supported the idea, but felt a partnership with a statewide organization to conduct the survey was an important component of the study.

LeVant Prah! motioned to accept the services laid out by the Committee with the knowledge that the \$3,000 set aside for volunteer impact survey will be added to the All-Star Grants if a partner organization isn’t determined in the next two months. Seconded by Rose; approved.

**16. Long Term Planning (1:10)**

**A. Report on 2014-19 Heritage Plan Accomplishments**

Beth Dehn

Agenda item not discussed. Held for October meeting.

**17. Recognition for Departing Commissioners (1:40)**

Todd Kepple

Kepple thanked Ostermiller and Martin for their service and presented each with a certificate of appreciation.

**18. Reports by Commissioners (1:45)**

All

**Ostermiller:** Thanked the Commission for visiting Astoria and

**Martin:** Reflected on all the accomplishments that occurred during his tenure on the Commission, including the creation of the Heritage All-Star Communities, Heritage Tradition program, Vitality Study and Heritage Plan. He encouraged commissioners to think big when moving forward and continue to grow the type of accomplishments. Martin also reflected on the four things discussed at his first Heritage Commission meeting 8 years prior: financial support for heritage, describing economic and cultural value, strategic communications and increasing capacity. Those remain the issues to work on today.

**Trejo de Dios:** Reported on his recent trip overseas. Contacted the archives in Spain and is working with a Spanish investigator to look into connections to Oregon, particularly family names. Will also work with the Mexican consulate.

**LeVant Prah!:** The Oregon Jewish Museum and Center for Holocaust Studies recently celebrated the anniversary of its first year in a new building. They are busy hosting a naturalization ceremony and creating opportunities to incorporate social justice and activism into their programs and outreach.

**Ferguson:** Recently attended a summer institute focusing on the study of the indigenous Columbia Plateau. Reported that its exciting to see a group come together to study this underrepresented area.

**LeCompte:** No report

**Curran:** Working on Policy Option Packages and Legislative Concepts. Considering a revolving loan program to assist private owners of historic homes that aren't able to get grants or special assessment opportunities. Reported working through issues with the National Register program.

**Rose:** Recently worked with the Oregon Black Pioneers on Underground History Live Radio. Scanning, transcribing and indexing African American history in southern Oregon for research use by public and Oregon Black Pioneers. Recently completed a field school on the Chinese diaspora with up to 20 volunteers.

**Kepple:** Klamath County Museums have been active with the MentorCorps partner program.

## **19. Adjournment (2:00 p.m.)**

Next meeting locations:

- A. October 8: Klamath Falls
- B. January 14: Eugene/Springfield Area
- C. April 25: Medford (in conjunction with 2019 Summit)
- D. June: Grant Call-in

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