

**OREGON HERITAGE COMMISSION**  
**Meeting Minutes**  
**April 16, 2009 / 3:00 p.m.**  
**Holiday Inn – Portland Airport**  
**8439 NE Columbia Blvd, Portland OR**

**COMMISSIONERS PRESENT:** George Kramer-Chair, Don Ivy, E. John Rumpakis, Layne Sawyer Ex-Officio, Jan Mitchell, Charlotte Fugate, Kimberly Jensen, Carole Astley, Jon Tullis, Carol Michael, Jim Scheppke, George Vogt, Roger Roper, Tim Wood.

**STAFF:** Kyle Jansson, Kimarie Lamb

**PUBLIC (identified):** Glen Jones, David Lewis, Suzanne Warner, Janice Dilg, Cheryl Gribskov, Cheryl Parker, Liz Uhlig, David Porter, Sam Shogren.

**Call to Order and Introductions**

Kramer brought the meeting to order at 3:05. He welcomed all guests. Commissioners and staff introduced themselves. Commissioners congratulated Mitchell on her recent re-appointment by the Governor as a Commissioner. They also welcomed a new appointee: Dr. Kimberly Jensen from Western Oregon University in Monmouth. She has just finished a book on “Women in World War I” and is now writing a biography of Esther Lovejoy.

**Approval of Agenda**

Fugate made a motion to approve the agenda as drafted. Mitchell seconded. Approved unanimously.

**Approval of Feb. 13 meeting minutes**

Rumpakis made a motion to approve the minutes as written. Ivy seconded. Approved unanimously.

**Travel Information Council Heritage Programs**

Gribskov gave a presentation on how the Travel Information Council started, its purpose and how it has expanded over the years. Outreach is continuing to happen as much as possible, including the formation of a heritage division. The most recent program is “Side Street Program” which creates a map online that links up with Travel Oregon and other websites where anyone coming to Oregon can follow along any Oregon Highways and be able to find a Historic Marker or Heritage Tree. The Council is continuing to look for ways of partnering to create that Oregon Story the best way possible.

Commissioners suggested the Council place its marker texts online and searchable. This would give people the advantage to find a family member or topic and then go out and visit a site. A Heritage Grant or Cultural Trust Grant might be able to help support that. The Council was also encouraged to communicate its opportunities with the heritage

community. Tullis agreed to be the official representative of the Commission to integrate into the system and keeping the Commission informed on how it can be of assistance.

### **Oregon Heritage Event Designations**

A presentation was made at the last meeting by the State Fair suggesting certain Oregon iconic celebration events that would be designated Oregon Heritage Events. A sub-committee was formed which consisted of Connie Bradley, Mitchell, Astley and Rumpakis reviewed the proposal and the administrative rules. They presented a draft plan with suggested names and an application soliciting specific information.

Roper said the name "Oregon Heritage Tradition" sets it apart from a single anniversary year declarations that are often part of the Commission's statewide celebration designations. There was discussion about the criteria and administrative rules. Commissioners wondered how many might be designated, how to differentiate the difference between Oregon's traditions and Oregon's communities traditions, and potential criteria for economic or ethnic impact. Scheppke said the criteria should be placed in administrative rule for clarity, or perhaps have the committee draft a list of likely candidates. Kramer directed the committee to meet again to draft goals, write criteria, and address issues raised by Commissioners.

### **Legislative issues**

Roper said most legislative issues will likely be decided after the May 15 revenue forecast. Senator Rick Metzgar has proposed a Oregon Pacific Wonderland license plate and those proceeds would go to make a history museum in the State Capitol.

A hearing will be held on Tuesday on SB 192 regarding the Special Assessment for Historic Properties Program which is a property tax freeze. There is some opposition to what the Task Force has recommended for that bill. Recently, a Multnomah County official concerned about potentially lost tax revenue has come forward with his own recommendation. There is a petition to support the Task Force recommendation on SB 192-2 but SB 192-1 is the one that Multnomah County is proposing. If neither are successful, the program could die as of 2010. Commissioners were encouraged to contact the members of the Senate, Finance and Revenue Committee with opinions.

HB 3099 regarding exclusive farm use zones proposes to eliminate the potential for living history museums and several other uses, including public parks. Wood commented that it would preclude State Parks from considering purchases of land similar to Thompsons Mills that help educate the public about agriculture. There have been several legislative work group meetings on this.

A CHAMP II package also has been proposed by the Governor and is in various stages of consideration by the Legislature.

### **Long-term sustainability issues for organizations**

Kramer noted that heritage organizations around the state are losing government funding, and this may continue into the future. He said he would like the Commission to discuss what the future might hold for heritage organizations, what the role is for the Heritage Commission and how it might be most effective.

Tullis said that in the ski industry, when faced with issues that could harm the industry, has hired a lobbyist who gets familiar with the issues and represents the whole industry (state and federal government) and works through the issues. This gives the industry a voice in the legislative process and the ski industry can take the issues to the Legislature with a potential solution.

Kramer commented that the struggle shows how unreliable long-term government funding might be. Several possibilities would be to look at ways to reposition the heritage community, see marketing in a different way, and seek out new members and to use the web in changing their base. Very few legislators are opposed to heritage, but they just don't want to pay for it.

Porter of the Clackamas Heritage Partners said that he recently temporarily closed all three facilities, has laid off 14 individuals and have been looking for solutions locally. The model that many of organizations operate under is clearly a broken model. The public perceives that heritage organizations get far more money than they do. It's important to educate people about how little public funding for heritage there truly is. In Oregon City, if the community succeeds as a heritage destination then the Clackamas Heritage Partners will succeed.

Vogt said the Oregon Historical Society's difficulties have resulted from a reduced appropriation and loss of endowment revenue. And donors who might be able to provide transition funds or endowment gifts are also suffering. The heritage community needs to get public buy-in that heritage deserves funding. One alternative funding option would be establishing a heritage district.

Warner said that the Southern Oregon Historical Society was being supported by a local property tax measure, but county commissioners after Ballot Measure 47 did away with pre-existing local levies and took away funding for SOHS. She added that change often comes at times of crisis, that organizations should have a strong mission statement, and that individuals survive by working with the idea that they are making it better for the next person.

Roper said a legislator mentioned that the Measure 66 lottery money designated for Parks and Salmon habitat is due to come up for a vote in 2014, and that it might be more successful to have cultural funding as part of it.

Shogren from the Washington County Museum and Historical Society said it is making cutbacks as well as changes to better position itself. It's dropping historical from its name, focusing on regional rather than county, and increasing its emphasis on education and art. He said the Commission can help with advocacy for heritage in tourism policy

and funding, creating a broader vision for heritage education, and helping organizations to shape their own community histories to relate to today. He said he covered some of this topics in a talk he gave last year.

Rumpakis said he appreciated the stories and comments from each organization, and that they should go into a survival kit for future use and reference to help each partner survive.

Ivy requested a copy of Shogren's paper. He agreed with the notion of adopting a long-term look at possibilities that get organizations out of being trapped in the biennium cycle of budgets. We need to think how we get from where we are now, to being where people are now. The short-term is to re-think location and re-think budgets in general. Perhaps organizations need to re-purpose themselves. He added it is important for commissioners to continue to be advocates for public funding and the value of heritage in society.

Porter said the Commission could help people understand the volunteer model and how it's changing, could look at what museums are doing now and the opportunities that exist, and find new partners and relationships.

Kramer thanked everyone for their comments and creativity in dealing with adversity. He mentioned that the discussion was very needed and should be expanded. The concept is that the museum of 2006 may not be the museum of 2016 and to figure out to get there, and how to not allow governments to zero out funding. Possibly crafting some sort of a museum funding summit would be beneficial. He said he used the term "museum" interchangeably with heritage, and that the term would be all inclusive and includes all forms of Heritage.

### **Commissioner Reports and Comments**

Kramer mentioned that the Commission will put heads together to carry long-term sustainable issues discussion forward to a larger audience as soon as possible. He requested a copy of Shogren's papers. Jansson will send it to all commissioners.

### **Adjourn**

Ivy made a motion to adjourn and Rumpakis seconded it. Approved unanimously. The meeting was adjourned at 4:30 p.m.