

Oregon Heritage Commission
9 a.m., July 18, 2011
Hamersly Library, Western Oregon University
Monmouth

APPROVED MINUTES

Members present: Carole Astley, Constance Beaumont, Dan Cantrall, Kimberly Jensen, George Kramer, David Lewis, Eric Martin, Sue Metzler, Carol Michael, Jan Mitchell, Andrea Morgan, Roger Roper, Layne Sawyer, Jim Scheppke, Jon Tullis, Irene Zenev.

Staff Present: Kyle Jansson, Kuri Gill.

Visitors Present: Steve Scheck, Erin Passehl, Roben Jack Larrison, Kendall Clawson.

Mitchell called the meeting to order at 9:03 a.m. Commissioners, staff and citizens introduced themselves.

Scheck welcomed commissioners to the Western Oregon University campus, and talked about the importance of history to understanding the future.

PUBLIC COMMENTS: Jack Larrison, the curator of the Jensen Arctic Museum located on the WOU campus, talked about her personal history with the museum, and the challenges of changing and growing without university funding. Of particular interest to her is what happens to the collection, as well as determining its place and purpose in Oregon..

COMMISSIONER REPORTS AND COMMENTS: Morgan said they will be taking new social studies standards to the State Board of Education in August after two years of work. They will then be looking a building Oregon history into curriculums beyond fourth grade, including identifying topics and grades.

Zenev said the Philomath College building that houses part of the Benton County Historical Museum will get a new historically appropriate shingle roof this summer with funding provided by an estate gift.

Jensen said the Century of Action effort is gearing up for a big year.

Tullis said the US Ski and Snowboard Hall of Fame will have a regional event at Timberline this spring.

Scheppke said he liked SB 602, which would have required Oregon studies in middle school, because students remember little of what they learned in 4th grade Oregon history lessons. Morgan said the education department has determined that students in elementary school now

receive on average 14 minutes of social studies instruction per week, and that they also would work for additional instruction, though it disagreed with this bill.

Astley shared around a magazine cover about sustainable tourism that featured Tullis.

Martin reported he had received notice that the Portland Planning Bureau will be holding meetings to discuss rules for solar panels in historic districts.

Metzler said OHS was given \$2.5 million in lottery bonds by the Legislature to pay off the mortgage on the “Oregon vault” curation facility. All school groups in the state are now admitted free and attendance is up. The research library is now open 32 hours per week and has added a couple of part-time librarians.

Roper said the Heritage Programs division budget was approved with no major changes. All scanned site forms will be added soon to the Historic Sites database. Some students this summer are conducting surveys of possible historic sites. The Archaeological sites database is also being cleaned up with ODOT funding.

Schepke said the Oregon digital newspaper database is now live on the University of Oregon website. Roper noted that he had found information in it related to Fort Yamhill and Wolf Creek that could change interpretive emphasis.

Lewis said the Confederated Tribe of the Grand Ronde had completed its full exhibit at the Willamette Heritage Center. While recently researching at OHS, he found significant information related to the Grand Ronde in files related to the Siletz.

LEGISLATIVE REPORT: Jansson and Roper reviewed the histories of SB 125, HB 2859, HB 3210, and HB 3516. Clawson said she and the Governor appreciate the service of the appointees to the Commission. Prior to the session there were 230 appointed boards. The Legislature eliminated one, but added 20. She said the Governor has encouraged staff to use the next four years to create change, and that he’s interested and wants to see things happen, including innovation. Kramer thanked OPRD for helping with passage of HB 3210, as well as the Cultural Advocacy Coalition. He made a motion that the Commission formally thank the CAC for its crucial support in the passage of HB 3210. Zenev second. Motion approved unanimously.

HERITAGE COMMUNITY FUND: Jansson said he would like a few commissioners to help with establishing a heritage communities fund at the Oregon Community Foundation. Metzler said the foundation would be an ideal location for the fund. Clawson said that based on her own experience, she would encourage the Commission to introduce the proposal to the foundation’s fund managers. Kramer said it seemed odd that the public commission would establish a fund using private funds. Clawson said she knew other public agencies were doing it. It can be a marketing opportunity and encouraged commissioners to divide up the tasks.

Some commissioners said the fund might be premature because of the new legislative Task Force or that it might overstretch the capacity of commission staff. Mitchell said it appeared that this initial effort was more exploratory. Roper said the effort could inform the Task Force efforts and

serve as a focus of public interest in Oregon heritage. Jensen said it needs to relate to what the Commission is trying to do. Tullis talked about the recently established Tourism Sustainability Program. Mitchell said she will appoint a subcommittee of commissioners to explore the establishment of the fund, and will announce those later in the meeting.

CULTURAL TRUST FUNDS: Jansson briefly reviewed his written memo outlining the history of the Commission's use of its partner funds, his recommendations for new guidelines, and providing funding this year to continue the technical assistance programs and to expand the Heritage Grant program or fund a heritage tourism study. Commissioners discussed the technical assistance program measurements, the potential usefulness of data on heritage visitors from Travel Oregon. Gill noted any information research would need staff beyond what is currently available. Astley said that she could get lead staff of the organizations together to determine if what information is available is adequate, and that a recent Ski Oregon study found number integrity is very important.

Jensen and Lewis reviewed the successes of the Oregon Encyclopedia and its need for sustainable funding. Scheppeke said the Oregon State Library had voted recently to support the project. Commissioners discussed the encyclopedia's funding model, previous use of Commission grant funds, and whether the encyclopedia merited ongoing funding. Metzler said OHS would like to join in with the encyclopedia project. Tullis noted the precedent that would be made with ongoing annual funding. Martin said one year of funding is enough to show support. Jensen and Lewis said they would recuse themselves from any vote because of their participation in the encyclopedia project. Commissioners discussed the proposed recusal, and by consensus decided that it was not necessary.

Martin made a motion to provide \$20,000 to the Jackson and Josephine county technical assistance, \$10,000 to the Coos and Curry technical assistance, \$10,000 another technical assistance project, and \$10,000 Oregon Encyclopedia. Kramer second. Tullis moved to amend the motion to provide \$20,000 to the Oregon Encyclopedia on an annual basis subject to annual review, and \$25,000 for the technical assistance program. Zenev second. The amendment was approved 3-2. The amended motion was then approved 3-2.

WOU LIBRARY AND DIGITAL ARCHIVES: Passehl talked about the WOU archives holdings and that it was involved in a gubernatorial papers project with several universities.

GRANT PROGRAMS: Gill explained the Heritage Grant and Museum Grant application information and application, and that there will be two rounds of Heritage Grants applications. The amount awarded in the first round will be dependent upon the quality of applications. Kramer moved adoption of the 2011-13 Museum Grant and Heritage Grant applications. Jensen seconded. Approved unanimously.

CONNECTING TO COLLECTIONS PROJECT REQUEST: Jansson reviewed the project's history and talked about the proposal, noting it addressed concerns expressed by commissioners at their April meeting. Jansson said the details of the inventory, such as whether to focus on endangered or protected artifacts, have yet to be decided. Jensen made a motion that the proposal

be accepted. Zenev second. Kramer offered a friendly amendment to have the Commission chair make the appointments. Accepted by Jensen and Zenev. Lewis offered a friendly amendment that the appointments include a tribal appointee. Accepted by Jensen and Zenev. Amended motion approved unanimously.

TASK FORCE PLANNING: Jansson said he and Clawson (who earlier had announced the Governor has signed HB 3210) will be working together to assemble the task force. No detailed planning for its operation have been determined.

ADVISORY PARTNER PLANNING: These are the first in a series of reports by the Commission's advisory organizations and partners about their plans and strategies.

Oregon Historical Society: Metzler noted that 2012 will be the centennial of Tom McCall's birth and OHS is preparing an exhibit and curriculum about him. The new contemporary Oregon history exhibit has nearly finished fundraising. It will show the change from the traditional exhibit style to the interactive. The new strategic plan has five goals that (briefly) are engage and educate the public in Oregon history, steward its collections of artifacts and documents, create a stable and sustainable financial condition, create a plan for realizing the potential of its real estate holdings, and align organizations resources to implement the plan

Department of Land Conservation and Development: Beaumont talked about both DLCD and the Oregon Transportation and Growth Management Program, which is jointly funded by DLCD and the Oregon Department of Transportation. The program promotes smart growth principles that enable communities to meet transportation needs while retaining their livability and economic vitality. It shares many of the same goals as successful historic areas. The program provides both grants and direct community assistance. She said it is important to relate preservation issues to what non-preservationists think is important in order to get their attention.

Mitchell announced that she has appointed Lewis, Tullis, Martin and herself to a subcommittee to work with Jansson about the development of the fund at the Oregon Community Foundation.

Travel Oregon: Astley talked about the many different segments there are in the Travel Oregon effort. The best way for heritage organizations to become a part of the tourism industry efforts is to talk directly with the Direct Marketing Organizations and the Regional Direct Marketing Organizations since those are the primary funnels of information for tourists. The primary Travel Oregon services are stories and editorial content, business listings (free), public relations, advertising opportunities and online leads. It uses a two pillar focus for its marketing plan. The spring is outdoor recreation; the fall is culinary.

HERITAGE CONFERENCE UPDATE: Jansson said he and Gill are working with the Northwest Archivists in setting up the conference in April in Salem. No specific dates have been set yet. The preliminary theme is "Fertile Ground: Sowing the Seeds for Restoration, Innovation and Collaboration." Staff is moving ahead with conference efforts, despite the Commission's

earlier recommendation to do biennial conference, due to an invitation from the Northwest Archivists and their willingness to do the primary organizational tasks.

ADJOURN: Tullis made a motion to adjourn the meeting at 3:30 p.m. Approved unanimously.