

# Oregon Heritage Commission

January 14, 2018 Meeting APPROVED MINUTES

Springfield Public Library

225 5<sup>th</sup> St, Suite 301, Springfield OR 97477

**Commissioners:** Todd Kepple, Chelsea Rose, Kimberly Moreland, Sarah LeCompte, Anne LeVent Prahl, Matias Trejo de Dios, Rosemary Johnson, Layne Sawyer, Larry Landis, Carole Astley, Chrissy Curran, Laura Ferguson (phone)

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

**Public:** Stephanie Talbot (Oregon Country Fair), Annie VonDomitz (OTI- Oregon Travel Information Council)

**1. Call to Order** (9:05 a.m.) Todd Kepple

**2. Introductions** All

**3. Approval of Agenda** All  
Johnson moved to approve the agenda. Rose seconded; approved.

**4. Approval of Minutes from October 8, 2018** Todd Kepple  
Moreland noted for the record that she seconded the Heritage Tradition vote for the Portland Rose Festival.

## 5. Public Comments

## 6. Oregon Heritage Traditions

### A. Committee report on county fair discussion

Dehn reported that Traditions Committee met on November 29 to discuss the question of whether or not sub-criteria should be created for county fairs. The committee reviewed minutes from 2009 & 2014 pertaining to this question. They noted that there are 38 county fairs in Oregon that are important community traditions but not all extraordinary. The committee discussed the fact that there are other events with similar structures that are becoming common in communities such as street fairs and farmer's markets that could eventually lead to this same discussion. The committee recommended the following:

- 1) Do not create special category/sub criteria for county fairs.
- 2) Update introductory paragraph on application to include language clarifying that the designation is intended for events that showcase Oregon's unique heritage.
- 3) Clarify on website that events should provide a thoughtful explanation of how they are unique at a local, regional, and (if applicable) state level in order to be most competitive.
- 4) Modify question six of the application to include state level comparison.
- 5) Coordinator should provide feedback to county fairs/similar events early in the application process if they need to provide greater detail in their description.

The Commission discussed the Committee's recommendations. LeCompte noted that this puts coaching back on the shoulders of the coordinator. Rose noted that it is wise to think bigger picture. Gill noted that in her experience this is a good solution to start with.

### **B. Action on Oregon Country Fair**

Dehn presented the Oregon Country Fair's application. The festival began in 1969, represents Oregon's counter culture, attracts over 45,000 people annually, and incorporates numerous ways for festival goers to participate in arts and creativity.

Talbot spoke briefly about the Fair's goal of creating an intentional community, its history of philanthropy, and leadership in environmental stewardship. Commissioners asked Talbot about volunteer reach, underrepresented groups and the state of the Fair's archives.

LeVant Prahm motioned to designate the Oregon Country Fair an Oregon Heritage Tradition. Seconded by Johnson; approved.

## **7. Commission Bylaws Discussion**

### **A. Follow-up on October questions**

Gill explained the history of subsections e and g of the Mission Section of the bylaws. The majority of conversation focused on subsection g, the Commission's responsibilities for the Asian American Heritage Month and lack of responsibility for other months. Gill explained that this responsibility is reflected in statute ORS 358.595. At one point there was a group to coordinate the event, but when the group went away the responsibility was placed under the Commission by lawmakers. The Heritage Commission has never coordinated this event and over the years has taken the perspective that there are other groups more suited to this responsibility. Three to four years ago the Heritage Commission asked the Oregon Commission on Asian and Pacific Islander Affairs if they wanted the authority for coordinating this event. The OCAPIA didn't want to spend their legal capital to do so, the group is aware that the language is under the Heritage Commission's statute and they don't want to take action to change that.

Commissioners debated whether to take the phrase out of the bylaws when the responsibility would continue to exist in statute. Commissioners asked what it would take to change statute. Gill and Curran responded that it could be presented to OPRD as a clean-up. Gill warned that it could be a big mistake to remove the coordination from statute without finding a new body to take the responsibility because it could mean permanently removing the coordination of the event at the state level. LeVant Prahm questioned why only one group was singled out. Moreland asked if it would be possible to include all heritage months in the bylaws. Landis suggested amending G to "supported statewide celebrations of Asian American Heritage Month." There was discussion about potential wording. Other suggestions included amending the bylaws to explain the history of responsibility and include regular check-ins to revisit this decision with the OCAPIA.

LeVant Prahm opened her motion from the October 8 meeting to remove section G under Mission from the Commission's bylaws. Three in favor: LeVant Prahm, LeCompte, Trejo de Dios. Five nays: Ferguson, Moreland, Rose, Johnson & Kepple. Motion defeated.

LeVant Prahm motioned for staff to draft language to amend subsection G of the bylaws to be brought into question and voted on at the next meeting. Moreland seconded; approved unanimously.

**Follow-up:** Staff creates language about why Asian American Heritage Month exists in the Heritage Commission statute and how it is managed. Circulates language to Commission, to be voted on at April meeting. Look into footnotes.

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

### **A. Presentation on OTE Signage Project**

Annie Von Domitz presented a project of the Oregon Travel Information Council to re-vamp interpretation of the Oregon Trail history at 7 historical markers along I 84. The project takes into account the need for a diversity of voices and a process for who will participate and when it is completed. It is expected to take 5 years to complete. Commissioners discussed the project.

### **B. Travel Oregon Heritage Tourism Workshop**

Carole Astley reported on the North Coast Travel Studio that incorporated a heritage tourism workshop. Kepple asked if the focus on rural tourism studios is still in place. He reported that it was an important way to get small communities around Klamath Falls engaged.

## **9. Communications**

### **A. Presentation on Oregon Heritage's Audience**

Gill presented on the structure of Oregon Heritage and explained how Oregon Heritage reaches various groups and communities through its outreach programs. Discussion included who is doing heritage work in Oregon and how programs address variances in experience, locations, need. Discussion included CLGs, Heritage All-Star communities, and Main Street organizations.

### **B. Toolkit Update**

Dehn reported that the Toolkit Committee met in December and is making progress on revising the "Value of Heritage Messaging Platform." The Visitation Data workshop is on track.

## **10. Collections**

## **11. Education- Oregon Heritage Fellows**

Dehn reported that 10 students applied for 2019 fellowships. There was a nice mix of grade level, universities and areas of study. The review committee met in November and selected three students to receive Oregon Heritage Fellowships. Students will present their projects at the Summit.

## **12. Conference/Summit Updates**

Dehn reported that Marc Smiley will facilitate the Summit. Registration opens in mid-February, and Cultural Trust Funds will be used to offer scholarships to organizations that bring at least two representatives, one of whom is a board member. Dehn asked for volunteers for the Excellence Awards review committee. Johnson volunteered, as well as Moreland and Rose.

## **13. Long Term Planning**

### **A. Presentation on Preservation Plan Outreach**

Johnson reported on outreach efforts used to gather data and support for the Preservation Plan. This is the largest most recent data collection by Oregon Heritage. Data gathered in the planning process was used to inform Heritage Plan goals. Outreach included public meetings, surveys and outreach to commission and organizations. Take-aways from the process were that communities were dealing with rapid growth and change, better educational outreach is needed, and better online services are needed.

### **B. Staff Proposal- Heritage Plan Goals**

Dehn reviewed planning process to date. Commission began discussion in April 2018, reviewed the 2014-19 Plan Accomplishments, and reviewed recent data collections. Staff analyzed past plans, changes over time, and took the Commission's discussions into account to create the proposed 2020 Plans. The big shift in the proposed 2020 plan is audience. The proposed 2020 goals are for heritage organizations rather than the Commission. The goals represent change the Commission wants to see across the state.

### **C. Discussion on Audience & Proposed Goals**

Kepple asked if education is covered in the proposed goals. Commissioners discussed this is reflected in telling untold stories and providing access. Commissioners asked what "access" includes. Dehn responded that it could be multiple forms of access or perhaps needs to be split into two goals. The idea is to encourage communities to evaluate who is in their community and how to make heritage available for more people, whether language, technology, physical access, marketing, etc.. Kepple asked if this is measurable. Moreland responded yes, but people may not be aware that they can access services. Heritage is an old word that some communities might not identify with. The idea is to connect to the community. Curran added that there are opportunities for heritage organizations to rebrand what they do because it is relevant: change management. LeVant Prahel felt its more important to educate public rather than find new vocabulary words.

Discussion returned to audience. Gill suggested including statements in the plan prior to each goal that explain, "we encourage heritage organizations to..."

Commissioners discussed how to create measures for each goal. Curran noted that the Commission's programs need to be evaluated. Before the Commission can measure the success of reaching a goal they need to assess that the services support that goal. Rose replied that some data streams are already built in such as quantifying if new grant requests come in. Henry suggested Oregon Heritage has a chance to reevaluate the questions we're asking in grant and program evaluation to find out what's happening.

**Next Steps:** Dehn sends email solicit further feedback from commissioners on goals and audience. Staff review Commission feedback and work up proposed evaluation metrics to send out prior to the April meeting.

### **14. Form Officer Nominating Committee**

Kepple announced that his term as chair will end June 30. When Ostermiller termed off the Commission in June 2018, he was only 1 year into his 2 year term as vice-chair. Rose is filling Ostermiller's term and therefore the chair and vice-chair rotation isn't in sync. Kepple proposed

opening both chair and vice chair roles for nominations. Rose agreed. Kepple called for volunteers to serve on an officer nominating committee to bring nominations forward for a vote at the April meeting, to be effective July 1, 2019. LeCompte, LeVant Prah and Sawyer volunteered to serve on the committee.

### **15. Reports by Commissioners**

**Kepple:** Reported that the museum levy for Klamath County Museums passed, with a majority in all precincts. Five years of funding.

**LeVant Prah:** Reported that OJMCHS is very relevant. Schools are utilizing their services to facilitate discussions about hate speech and how to respond to fascism. OJMCHS served 12,000 high school students last year and are on track to serve 15,000 this year.

**Landis:** Reported that he's working out how to represent all universities and colleges in Oregon. Also announced that OPB will air a new Oregon Experience episode on Oregon Black Pioneers.

**LeCompte:** Reported that there's been a big change in heritage tourism in eastern Oregon.

**Moreland:** Reported that 25<sup>th</sup> anniversary of the Oregon Black Pioneers is coming up. Cathy Gailbraith, a mentor in historic preservation, recently passed away.

**Curran:** Reported that HB 2081 (statewide anniversaries) and SB48 (extension to the Special Assessment tax benefit) are working their way through the legislature.

**Trejo de Dios:** Reported that his organization is having discussions about the use of the term Latinx rather than Hispanic. They participated in the OHS book fair with the anthology of Oregon poetry in Spanish, and he's working with an investigator in Spain to find new connections to Oregon. The group plans to publish a book with new theories about Oregon.

**Astley:** Announced the Governor's Conference on Tourism is coming up soon.

**Rose:** Reported that she's helping Jacksonville nominate the Britt House to the National Register. The Chinese Diaspora project will be added to the field school. She's also working with tourism efforts related to KamWahChung.

**Sawyer:** Archives are opening an exhibit in March about inmate casefiles related to prohibition.

### **16. Next meeting locations:**

- A. Thursday, April 25: 8:30-11:30 a.m. Medford (2019 Summit)
- B. Monday, June 3: 10-11 a.m. (Grants Approval Call)
- C. Monday, July 29: 9 a.m. - 2 p.m. Baker City
- D. Friday, October 18: 9 a.m. - 2 p.m. Salem (Joint Commission Meeting)

### **17. Adjournment (2:10)**