

**Oregon Heritage Commission
September 27, 2010
Echo City Hall Auditorium
Echo, Oregon
Approved Minutes (Feb 14, 2011)**

Commissioners Present: Eric Martin, Carol Michael, Jan Mitchell, Roger Roper, Jim Scheppke, Jon Tullis, George Vogt, Irene Zenev.

Staff Present: Kyle Jansson, Kuri Gill.

Visitors Present: Diane Berry, Richard Winter.

Mitchell called the meeting to order at 9:35 a.m.. Commissioners introduced themselves. Welcomes delivered by Mayor Winter and City Manager Berry.

Approval of May 13 minutes: Michael made a motion to approve the minutes as drafted, except for the elimination of the line on the second page that begins “Scheppke said ...” Zenev seconded. Approved unanimously.

Approval of June 9 minutes: Michael made a motion to approve the minutes as drafted, except for the removal of her name as among those present. Zenev seconded. Approved unanimously.

Commissioner Reports and Comments: Mitchell reported the Lower Columbia National Heritage Area effort is on hold for a while. In the interim, Enterprise-Cascadia Bank, the organizing body, has retained staff and is dedicating \$1,000,000 to heritage related loans and activities.

Tullis reported that a multi-million dollar stimulus project to renovate Timberline Lodge is nearly complete.

Grant Programs Update: Jansson showed images of recent grant projects by the City of Spray and the Southern Oregon Historical Society. He noted that grant projects often involve the grantee and the commission coordinator solving issues or in unexpected secondary effects.

Connecting to Collections grant project: Jansson reviewed the project forums that have taken place in Portland, Eugene, Medford and Bend, and reported one will take place Sept. 28 in Pendleton. He outlined the future plans, including the likelihood that a statewide plan prepared by archives, library and museum leaders will be completed by next spring.

Heritage Vitality Assessment: Jansson briefly reviewed that eight issues have been identified through the study, and that the second survey’s results showed what people

thought to be the most critical issues. He suggested the Commission make up to four recommendations for resolving them in order to have a focused and successful strategy. He also noted that Commission chair George Kramer had made recommendations in a letter to the Commission. Vogt said he disagreed with the idea that Oregon heritage's funding woes were cyclical; instead, he said they have been a steady and precipitous drop. Nearly state historical societies have been affected this time. Notwithstanding that disagreement, he said the need for steady messaging and constituency building was compelling. OHS pursued a funding ballot measure with Multnomah County only after short-term statewide solutions appeared to be unworkable. The Missouri Historical Society has used county funding, but nearly all states are the major contributors to their state historical organizations.

Tullis said other private funding solutions, such as a \$1 preservation fee added to admissions, could be considered. Developing a partnership with Travel Oregon also is important. Roper said the Cultural Trust is underused as a funding mechanism.

Vogt said there is a possible follow-up mechanism next year if Measure 76 is approved by voters, as proponents have said they will make concessions in a follow-up election. Gill said that the need for private funding also was supported in the survey.

Martin said finding consistent messages for heritage will also support getting increased funding. Zenev said that is basic to capital campaigns: the communication message comes first. Schepke said there is a need to find a legislative champion. Zenev said being specific about the items at risk is important to create public support. Philanthropy for organizations is now changing to philanthropy for causes, so we need to be changing our message.

Tullis said a call to action ought to be included in the next Heritage Conference, rather than have it a celebration. Vogt said that three things have resonated with prospective voters in their polling: need a place to learn about and research Oregon history, it helps teachers and students, and its free.

Michael said the conversation on this topic has been different from her experience in Boardman. The Morrow County museum is closed, and the only county funding it ever received were proceeds from tipping fees at the landfill. Mitchell said a consistent message will have to be found to get the public at large supportive to understand it is a crisis situation and to help create the fix for heritage.

Schepke said legislators don't see heritage funding as a pervasive issue. He said an interim legislative task force could study the funding situation and recommend solutions. Vogt said Oregonians are proud of their heritage, but don't understand the need for funding it.

By consensus, commissioners agreed on four recommendations to include with the report:

1. Request that the 2011 Legislature appoint an interim task force to examine state and county financial support for Oregon heritage organizations, and to develop solutions to the challenges.
2. Determine the economic and cultural value of heritage to Oregon, including its direct and secondary impacts.
3. Strategically communicate consistent information about the value and importance of heritage to the economy and daily lives of Oregonians.
4. Increase the capacity of heritage organizations and businesses to collaboratively expand their leadership, development, preservation, community-building, communications and technology.

Commissioners will review these draft recommendations at their November meeting. They will also be asked to accept the Heritage Vitality Assessment Report at that time. Jansson said he anticipates the report will be in at least two formats: one that includes full text and another four-page summary version. Background information will also be posted on the Commission's website.

Legislative Update: Roper reported few new developments since the commission's previous meeting. Jansson said the Governor is preparing another CHAMP package for the 2011-13 budget, as he did for the two previous biennium.

Oregon Cultural Trust Update: Jansson said the Trust is reviewing a consultant's report with an eye toward developing a new strategic plan. He said that the Commission and SHPO are receiving their grant funds again this year and staffs plan to devote all of them to the Technical Assistance effort. Besides continuing with current partners, staff expect they will add the Clatsop Community College historic preservation program as a partner. Other regional partners are under consideration. Vogt said the Oregon Historical Society may be interested in being a partner. Schepke suggested the Oregon Encyclopedia be considered for ongoing funding.

Museum Grant OAR Change: Jansson said he had reviewed the museum grant program's rule adopted five years ago. He has identified several changes that could be made to make it more effective and efficient, and will consult with OHS and the Oregon Museums Association about them. Any changes would need to follow a legal process and be approved by the Oregon Parks and Recreation Commission. Zenev moved that the Commission request that staff begin the museum grant rule amendment process begin. Michael seconded. Approved unanimously.

2010-11 Meeting Schedule: Jansson reviewed a tentative meeting schedule that was included in his report. Tullis invited commissioners to have one of their meetings at Timberline.

Adjourn: Zenev moved to adjourn the meeting. Tullis seconded. Approved unanimously at 2:45 p.m.