

Lewis & Clark Bicentennial in Oregon

Board of Directors Meeting

April 8, 2003

State Capitol Building, Room 350

Salem, Oregon

Board President Betsy Johnson called the meeting to order at 3:00 pm. Self-introductions followed.

Board members in attendance: Honorary Chair Governor Ted Kulongoski, Rep. Betsy Johnson, Les McNary, Debby Kennedy, Chet Orloff, Nancy Stueber, Kim Duncan, Bobbie Conner, BG Jim Thayer, Les Bergeron, Keith Hay, Norma Paulus, Tim Martinez, Neil Bryant, Ken Karsmizki and Jan Mitchell. *Ex-Officios in attendance:* The Hon. Barbara Roberts, Michael Carrier, MG Alex Burgin, Supt. Chip Jenkins, The Hon. Mark O. Hatfield and The Hon. Bill Bradbury. *Guests:* Martin Goebel(Sustainable Northwest), Julie Curtis(Oregon Tourism Commission), Paul Donheffner(Oregon Marine Board), Claudia Howells(ODOT Rail Division), Kyle Jansson(Oregon Heritage Commission), David Ellis(Oregon Heritage Commission), Richard Krikava(Sen. G. Smith), Jill Harding(Fort Clatsop), Barney Riley(Oregon State Parks), Cyndi Mudge(LCBA), Maj. Alisha Hamel, Rep. Greg Smith, Sen. Joan Dukes, Kate Cooper Richardson (State Treasurer's Office) and LCBO Executive Director, Barbara Allen.

Rep. Johnson asked the Board of Directors for a motion to make Oregon's new Governor, Ted Kulongoski the LCBO Honorary Chair. A motion was made and seconded to make former Governor John Kitzhaber an LCBO Ex-officio and Governor Ted Kulongoski the Honorary Board Chair of LCBO. Martinez/McNary. Unanimous.

Rep. Johnson asked for brief reports from State departments that have programs relating to the Bicentennial. Below are brief synopsizes of those reports:

Michael Carrier, Director, Oregon Parks & Recreation Department: The Oregon Heritage Commission, working within OPRD, has supported a wide variety of programs and park upgrades specific to the Bicentennial. A few mentioned were the Northwest Natural Water Trail, the Oregon Gardens botanical garden, Hat Rock Trail and upgrades to Rooster Rock, Dabney and Lewis & Clark State Parks.

David Ellis, Chair, Oregon Heritage Commission. The Commission will work with LCBO to distribute FY03-05 heritage grants statewide to a variety of Lewis & Clark programs as well as pass through a one-time OPRD decision package for Lewis & Clark activities.

Julie Curtis, Oregon Tourism Commission. She reviewed the 4-state regional ad campaign to attract tourists to the northwest. These ads ran in the Smithsonian, American Heritage and Sunset magazines. The Commission has a new press person, Natalie Barnes. Julie talked about the Tourism Bill (HB 2267) which would raise the lodging tax by 1% and be dedicated solely to the Commission Budget. Without the new funds, she's

unsure if the Commission will be able to invest in any more Lewis & Clark marketing. Rep. Johnson added that there are some problems with the bill but they are being worked out.

Claudia Howells, Director, ODOT Rail Division. She's been given the 'go' signal for the Lewis & Clark Explorer train to begin service from Portland to Astoria and mentioned runs specifically for tour operators as well as possible 'whistle stops' down the Willamette valley to promote the service. Amtrak, Portland & Western Railroad and LCBO are partnering with ODOT on this service. For the run to make money, it needs a 93% occupancy rate. She's working with Fort Clatsop for on-board interpreters as well as handouts with interpretive information. Rep. Johnson added that air services are interested in re-establishing commuter service to the Astoria area and the Bicentennial might be the catalyst to get that service. Debby Kennedy said the Port of Portland will help market the run. A poster of the train by artist J. Craig Thorpe is being developed and will be for sale shortly – profits will go towards operations support through LCBO.

Paul Donheffner, Oregon Marine Board. He gave everyone a "Great Rivers Map", a venture of OMB, Army Corps of Engineers and the US Fish & Wildlife Department and is a safe boater's guide down the Columbia River. His agency will work with LCBO and others to coordinate water activities during the Bicentennial and stressed they will not sanction any water events during our Signature Event in 2005.

Bobbie Conner, Executive Director, Tamastlikt Cultural Institute. Bobbie reviewed the basic tenets of Commemoration programming as they relate to tribes: depict a more accurate picture of the tribes; preserve and protect cultural and natural resources; and contribute to the tribal economies. The CTUI has produced the Homeland Heritage Corridor Map which shows the native place names of the Lewis & Clark route. 45,000 have been distributed and a poster will soon be available. Tamastlikt programs in production include: a new gallery guide; 3 new books; the 1855 Treat reenactment; producing US Mint pouches for the L&C dollar which will be available in May of 2004; a language emersion program; working with the National Ad Council to promote tribal awareness and partnering with Washington State on drawing tourists off the L&C trail to tribal lands. She added that Laura Bush has agreed to be the Honorary Chair of the National Lewis & Clark Council.

Chip Jenkins, Superintendent, Fort Clatsop National Memorial. He is working on appraisals of property abutting the Fort as a result of the federal Fort Clatsop Expansion Act passed last year. A Washington side site feasibility study is underway to expand the Fort across the Columbia. The Fort will partner with the Sunset Empire Transportation District to run a shuttle from downtown Astoria to the Fort to be on-line by mid-June, 2005 (eliminating all private cars to the site). Also, a timed ticketing system is being studied. He's hoping to send the Corps of Discovery II (the NPS traveling tent show) off trail during their off-season in the winter of '05. The Oregonian has made a major commitment to covering the Lewis & Clark Bicentennial, committing 10 reporters and an editor.

Jan Mitchell, Chair, Destination the Pacific Signature Event. Our signature event will differ greatly from the Monticello event in that almost all of it will be outdoors on Thanksgiving weekend of 2005. Four themes of the event will be The Arrival, The Vote, The Crossing and Wintering Over.

Sen. Mark Hatfield. Sen. Hatfield asked if the History Channel and PBS were tied into this event. Also, he recommended that we request the US Patent Office to alert LCBO if someone applies for the OHS branding iron design.

Kate Cooper Richardson, Oregon Treasurer's Office. Kate handed out the criteria for the development of Oregon's quarter design in conjunction with the national '50 State Quarters Program', noting that the final design decision is the Governor's and he'll do it through an executive order. Oregon's quarter is scheduled for 2005 and the US Treasury wants 3 narrative descriptions to choose from by June, 2003. A decision will be made by the end of 2003. *(Note: since the meeting, Chet Orloff began coordinating the Governor's Office & the Oregonian to have a statewide design competition. The Governor will appoint a 'Coin Commission' consisting of a person from each of the 5 Congressional Districts, a Native American and a student. They'll select the top 5 winning submissions with the final selection made by the Governor.)*

Governor Kulongoski: The Governor was introduced to everyone and stated that the Bicentennial was an excellent opportunity to let visitors know what Oregon has to offer: to learn about Oregon 200 years ago and today, as well as the many cultures that make up the character of the state.

Ken Karsmizki, Director, Columbia Gorge Discovery Center. 2003 marks the installation of the first phase of the Center's 'Cargo' Exhibit. He gave an update on the exhibit's funding as well as discussed an exhibition he's working on partnering with NASA.

Martin Goebel, Executive Director, Sustainable Northwest. Three important roles that his organization will play - with LCBO's support - during the Bicentennial are: 1) Develop a compact with partners for the future of the Columbia River Basin; 2) Empower a few strategic communities to develop sustainable resource programming; and 3) Create a fund to support innovative initiatives into reality. He added that his Sustainability Forum will be held in Portland May 29-31, 2003, and will kick off this sustainability initiative.

Norma Paulus, Interim Director, Oregon Historical Society. Headway has been made on the remodel of OHS and it will reopen this September. 3 important statues in Portland's Rose Garden are being refurbished - of particular note is the rededication of the Teddy Roosevelt time capsule which will be opened May 28th for re-dedication by Theodore Roosevelt IV.

Barbara Allen, Executive Director. Barbara briefly updated members on the Cathlapotle Plankhouse Project, The Portland Art Museum's 'People of the Rive' exhibit and the

Rivers Project – 14 sites. She also discussed Oregon’s portion of the NPS allotment for 2003 as well as her work on a federal appropriations request and other LCBO business.

Good of the Order. Keith Hay alerted members that the national Lewis & Clark Heritage Trail Foundation will be having their annual conference on the grounds of Lewis & Clark College this summer. For more information: www.lewisandclark.org.

The meeting was adjourned by Rep. Johnson at 4:45 pm.