

Lewis & Clark Bicentennial in Oregon

Board of Directors' Meeting Minutes

October 21, 2003

Fort Clatsop Memorial

Astoria, Oregon

Members attending: Board President Rep. Betsy Johnson, Louie Pitt, Jr., Jan Mitchell, Les McNary, Bud Clark, BG James Thayer, Ken Karsmizki, Debby Kennedy, Keith Hay, Steve Forrester and Warne Nunn.

Ex officios attending: Supt. Chip Jenkins and Mike Carrier.

Guests: Julie Curtis(Oregon Tourism Commission), , LaRee Johnson and Cyndi Mudge(Lewis & Clark Bicentennial Association), Kyle Jansson(Oregon Heritage Commission), Maj. Alisha Hamel(Oregon National Guard), Robert Hamilton, Mike Burton and Barb Guthrie(Portland State University), Larry McClure(Oregon Chapter, Lewis & Clark Trail Heritage Foundation), RJ Bob Brown(Historical Society of Columbia County), Roberta Basch(Clatsop-Nehalem Tribe), Joe Scovell(Chair, Clatsop-Nehalem Tribal Council), Maecel Scovell, Carole Richardson and Mike Schroeder(Oregon Department of Transportation), Dave Wright(Oregon Parks and Recreation Department), Doug Erickson and Sherry Manning(Lewis & Clark College), Richard Krikava(Sen. Gordon Smith), Ann Richardson(Rep. David Wu), Delores Nunn, Elliott Eki(AAA Oregon-Idaho), Barbara Allen and Angela Sanders, (LCBO).

The meeting was called to order by Board President Johnson at 1:00pm. She welcomed all those in attendance and called for self-introductions.

A motion was made and seconded to approve the minutes of the August 19, 2003, LCBO Board of Directors Meeting. Thayer/McNary. Unanimous.

Clatsop-Nehalem Tribe Report

Tribe member, Roberta Basch, reported that the local transit district has built a new facility in downtown Astoria and that the Tribe will share space with them, putting in a cultural center and tribal art gift store. They'll also be conducting tours of their traditional tribal sites in the area out of this facility. Additionally, she's working closely with Fort Clatsop to merchandise tribal art in the Fort's gift shop. She added that a Clatsop-Nehalem flag has been developed. Board Member Louie Pitt reminded all of the importance of cultural restoration and preservation on and off tribal sites. Rep. Johnson added that it is important to be respectful of these sites when developing maps, that fragile sites should be left off to protect their integrity.

Fort Clatsop Report

Superintendent Chip Jenkins reported that the Fort's emphasis for the Bicentennial will be oriented to legacy projects. He briefly outlined three: The Fort Clatsop Expansion

Act which will fulfill the original plan for the Fort to include sites in Oregon and Washington; Changing the Fort from its “Memorial” status to a “State Park” status and renaming the expanded park “The Lewis & Clark National and State Historic Park”; and, working with the Governor’s Oregon Solutions Team, building the Fort-to-the-Sea Trail for the Bicentennial. Rep. Johnson stated that is a programmatic change for the Fort which LCBO supported and agreed to develop. The Fort originally envisioned a full-time first-person interpretation program, including expanded facilities for the actors, at the Fort. This change needs to be reflected in the LCBO budget documents. She added that there’s great excitement for the expansion of the Park both on the Oregon and Washington sides, that this proposal transcends boundaries and will be a tremendous legacy project for the Fort.

Superintendent Jenkins that the second priority for the Fort is the creation and implementation of a Lewis & Clark Shuttle system. Partnering with the Sunset Empire Transportation District, the new system will begin service June 14, 2004 and operate during the peak tourist summer season in 2004, 2005 and 2006. The network connects Ilwaco, Astoria, Warrenton, Fort Stevens, Seaside and Cannon Beach to the Fort and is free. Additionally, visitors to the Fort will need to get tickets by phone or online for timed entry to the park. The timed ticket will allow visitors to ride the shuttle to Fort Clatsop and will avoid overcrowding. The Fort will be moving its ‘front door’ over to Netul Landing where a shuttle will bring visitors up to the main entry.

Other priorities for the Bicentennial include continuing their first-person programming at the Salt Works in Seaside, Station Camp in Washington and at the Fort itself. They’ll be scheduled as special events periodically. He added that the National Park Service’s experience has been that changing the name of a facility – as is proposed for Fort Clatsop - to include the term ‘national park’, greatly increases tourism.

Louie Pitt noted how much he appreciated the Fort’s commitment to getting tourists out of their cars and into shuttles as it helps preserve the land and other natural resources, sending an excellent message nationally.

Treasurer’s Report (Barbara Allen reporting for Treasurer, Tom Walsh)

Barbara summed up the LCBO First Quarter Income Statement and Balance Sheet, as well as a new format which will include all 4 quarterly reports on one page, year-to-date totals and a budget column.

Development Report (Rep. Johnson, Barbara Allen)

LCBO 4-Year Budget: Barbara Allen

Barbara presented the Board with proposed revised LCBO 4-year revenue and expense budgets spanning from July 1, 2002 through June 30, 2006. She explained each line item change, reducing the LCBO 4-year budget from \$15,035,570 to \$9,711,960. She reported she worked with project managers affected by these changes and all agreed on

the new funding commitment levels from LCBO as realistic as some projects have scaled back or changed focus.

Debby Kennedy suggested that a line item be added in the Income Budget for in-kind contributions of the Port's donations, including the production of the Lewis & Clark Explorer Train brochure. (Barbara will follow up.)

Development Report (Rep. Johnson and Barbara Allen)

Barbara presented to the Board an LCBO Quarterly Development Report for the period July 1, 2003 through September 30, 2003. She explained to the Board each line item and requested their comments or suggestions. Jim Thayer stated he'd like to see a report at the next Board meet summarizing the accomplishments of the joint Oregon Heritage Commission/LCBO Grant Program now that the State has awarded \$300,000 to that effort. He'd also like to see a detailed list of LCBO's quarterly outreach efforts. Tim Martinez suggested this report use the same format as the LCBO budget document – showing quarterly accomplishments, year to date totals, a budget column.

Ken Karsmizki stressed the importance of a strong partnership between individual projects and LCBO as they seek funding – that they work as a team. He added that the individual projects have the best knowledge about funding opportunities. Rep. Johnson added that the 'laundry list' approach – giving potential funders a menu of projects to choose from – has been only partially successful.

Rep. Johnson said that the next Board meeting will focus on development, i.e. staffing, an updated funding plan as well as motivating the Board to get more directly involved in the fundraising process.

A motion was made and seconded to (1) approve the revised LCBO 4-year revenue and expense budgets, (2) to implement LCBO strategic plan changes as a result of these revisions and (3) to appoint LCBO Board Members Nancy Stueber and Chet Orloff to the joint LCBO/Oregon Heritage Commission grant committee. Martinez/Thayer.
Unanimous.

Marketing the Bicentennial

Oregon Tourism Commission: Julie Curtis reported on a September 5th marketing meeting organized by Barbara Allen of key players in Oregon's commemoration. The purpose of the meeting was to give Julie direction on developing a package of Lewis & Clark-related marketing projects to present to the Tourism Commission for funding. Additionally, she attended a similar marketing session hosted by our signature event organization – Destination: The Pacific. She is collecting more information and, by early December, will begin creating 2003-2005 LCBO Marketing Plan document – an update to the one she created for LCBO for 2001-2003.

She reported that the Tourism Commission produced a 4-state (Oregon, Washington, Idaho and Montana) rack card that was specifically designed for the 15 national signature events in lieu of a presence at each event with individual manned booths. The card encourages visitors to the 4 state's Lewis & Clark websites to get more information about their commemorative activities.

Julie stated that the National Lewis & Clark Council's national ad campaign (which was recently unveiled) doesn't have a budget for purchasing local tv & radio time for their newly-produced public service announcements. Rather, they are relying on the individual state's Lewis & Clark organizers and tourism commissions to pitch station managers to run the ads for free.

Brand Oregon: Debby Kennedy reported that she will be working on a new advertising campaign called 'Brand Oregon'. This is an umbrella branding strategy, coordinating all State agencies, in marketing Oregon tourism *and* products.

Port of Portland-PDX: Debby reported that the Port will theme the Portland Airport's retail area to Lewis & Clark in January/February, 2004. In June/July/August of 2004 all their retail carts will have Lewis & Clark materials. PDX will have an exhibit in a room off the C concourse called "The Mighty Columbia River of Trade" which Chet Orloff has been working on. There will be an information booth in the luggage area on the lower level and the Port will link to LCBO on their website.

Governor's Commemorative Coin Commission Report (Rep. Johnson)

Rep. Johnson reported that she is a member of the Oregon Commemorative Coin Commission and that she nominated LCBO Board Member, Gert Boyle, to serve on this 19-member commission. LCBO Board Member, Chet Orloff, is also a part of that group. They meet three times and are charged with conducting the design and selection process of Oregon's commemorative quarter. The approved design will then be forwarded to the US Mint in the form of a written narrative. The US Mint will actually create the artwork. She noted that 700 million will be put into circulation.

LCBO Board Composition Update (Rep. Johnson)

Rep. Johnson reported that the following Board Members have resigned: Michael Mooney, Peter Gray, Norma Paulus and Adj. Gen. Alexander Burgin. Additionally, Board Member Dick Basch has asked to become an ex officio due to his status as a National Park Service employee. She stated she will appoint a nominating committee who will report their replacement recommendations at the next Board meeting.

Board and Executive Committee Meet Schedule for 2004 (Barbara Allen)

Barbara proposed the Board meet quarterly next year and the Executive Committee meet monthly via teleconference. A proposed meet schedule for both groups was reviewed.

Rep. Johnson recommended to the Board that two additional board members be added to the LCBO Executive Committee: Chet Orloff who also sits on the National Lewis & Clark Bicentennial Council and Dr. Les Bergeron who is the LCBO Director of Development.

Good of the Order

Maj. Alisha Hamel, Oregon National Guard, requested a letter of support from LCBO as they seek \$1million to continue their Lewis & Clark programs in Oregon schools. Rep. Johnson asked that she draft a letter of support to be reviewed by the Executive Committee at their next meeting.

Rep. Johnson added that the December 16, 2003, Board meet is cancelled. Our next regular meeting will be Tuesday, January 20, 2003. Barbara will notify both Board and Executive Committee members well in advance.

Rep. Johnson thanked Supt. Chip Jenkins and LCBA Executive Director, Cyndi Mudge, for their gracious hospitality in hosting the LCBO Board and their guests to lunch as well as briefing them on the national signature event plans.

Rep. Johnson adjourned the meeting at 3:05pm.