

BKNHA Meeting, February 12, 2004, Lawrence Visitor Center

Ron Harris	First Territorial Capitol
Clif Gordon	Wakefield Museum
Linda Ballings	Baldwin City CVB
Steve Collins	KC, KS Community College
Amy Berry	Olathe Chamber
Mary Asher	Mound City
Ola May Earnest	Linn County Historical Society
L.J. Polly	Topeka
Phil Godwin	Lawrence
Alice Weidner	Trading Post Museum
Kerry Altenbernd	Black Jack Battlefield Trust
John Nichols	Miami County Historical Society
Jerry Niebaum	Douglas County Historical Society
Steve Adams	US National Park Service
Time Rues	Constitution Hall, Lecompton
Martha Parker	Clinton Lake Museum
Kelly Pearl	Pottawatomie County Economic Development
Dale Nimz	Lawrence
Emma Crites	Fredonia Tourism
Michael Stubbs	Wabaunsee County Historical Society
Diane Niehoff	Baldwin City CVB
Rebecca Phipps	Watkins Museum
Kerry Strahm	KC, KS CVB
Andrea Renick-Bell	Osawatomie
Dave Evans	Hobbs Park Memorial
Bill Freeman	Mayor of LeRoy
Carolyn Green	Humboldt Civil War Day
Eileen Robertson	Humboldt
Tom Mach	Lawrence Author
Karen Taylor	Great Overland Station
Emily Hunter	Matfield Green

Meeting was called to order by Debbie White at 10:10 am

She explained that Judy Billings' plane from Washington, DC had just arrived, and she would be attending our meeting shortly.

I. Debbie called for Introductions and noted several new participants in attendance.

II. Debbie announced that Eileen Robertson had volunteered as note taker.

Motion for Agenda Approval made by Phil Godwin.
Second by Michael Stubbs. Motion Carried.

Motion to Approve January Meeting Minutes made by Steve Collins.
Second by Kerry Altenbernd.

Request for Change made by Michael Stubbs, as follows:

On page 5: Correction of first three lines under **Announcements: should read**

Michael Stubbs reported plans for Turbine Complexes that will impact SW Wabaunsee County, tall grass, and Santa Fe and Mormon Trails and will destroy thousands of acres within the Flint Hills Landscape.

Motion to Approve January Meeting Minutes with corrections carried.

III. Financial: Martha Parker reported a balance of \$10,991.24
The group was informed that a total of \$28,141 has been collected.

Support Letters: Debbie reported 80 and sent around a copy of list for group perusal.
A copy of an *updated Asset Data Report* was sent around for group perusal.

Debbie announced need now for *Value Added Sites*. These include recreational sites, such as parks, fishing sites, hiking, biking, swimming, golf courses, etc. Places that are organized and available to the public. SEND THESE TO DEBBIE.

IV. Committee Reports

A. Website: Dave Evans (with Red Design) received applause from the group for the BKNHA website graphics. Dave passed a mock-up of the Feasibility Cover (applying website graphic), also designed by Red Design. He also distributed brief instructions for downloading current agendas and minutes at the website.

B. Funding Partners: Andrea Rennick-Bell reminded us that partners and funding will be on-going. She suggested that we create a brochure that follows the model of the TKHA pamphlet, offering different levels of giving. It should include our mission statement and give current projects. Steve Collins suggested a model to begin the process by approaching counties and asking that out of every \$10 given by a county, \$1 could be donated for artwork on a (fundraising) BKNHA brochure and the remaining \$9 used for county development. Kerry suggested we give our website address to corporate connections.

Judy Billings asked that Andrea and Steve stay after the meeting to form a funding committee and urged those attendees interested in exploring funding processes and sources to join that committee. Judy stressed that it is important to get more people involved in the project.

C. Organizational Structure: Debbie reported that she and Gwen Martin have been considering what the management office will have to look like.

D. Data Review: Eileen mentioned that the picture may change through the management process. Also, we will be adding Added Value Attractions. Make sure Asset Data you have sent is in the Appendices list.

V. STATUS OF LEGISLATIVE BILL - New Business

Judy shared her DC meeting on Monday with the Executive Directors of all 24 National Heritage Areas. Loosely organized, they are working on 501 (c) (3) status. Planning to work among themselves. 4 or 5 will open an office in Washington to support one another, get message to Congress. Judy attended reception.

Tuesday and Wednesday met with each of the six offices. Met with staff who will take our proposal to Congress. Congress connection is Ryun; Senate = Brownback. Ryun very supportive but let her know there was Legislative concern with Property Rights. All elected are pro. Identified a staff person in each office. Told that our Feasibility Study can be introduced fairly quickly, but don't know how it will go from there.

Regarding Property Rights: Sue Pridemore reminded the group that the Bleeding Kansas Heritage Area can only function with willing partners. There are no NPS ordinances for any of the National Heritage Areas demanding the compliance of private owners.

VI. PUBLIC MEETING WITH CONGRESSIONAL DELEGATION

Judy let us know that Brownback has asked for a morning meeting in Lawrence at Visitor Center on February 23rd. He will speak to the negative issue: property rights. Judy would like a large showing of BKNHA participants. WATCH FOR E-MAIL REGARDING EXACT TIME AND DAY OF THIS MEETING.

VII. Brainstorming Session (new area wide projects)

Judy reminded us that we have come a long way in one year; however, we still have a lot of work ahead of us.

A. Branding: Some brainstorming was done on how to develop then communicate our brand. We will need an identifying logo. It was stated by Jerry Niebaum that a design for common signage and common themes cannot be determined without consulting and including the reactions of focus groups. Kerry Strahm suggested that we plug into Scott Allegrucci's present attempt to determine an image for Kansas.

Judy let us know that to create an identity for our heritage area, we will need to participate in a Branding Exercise.

This will take time, money, and a trained, outside facilitator. She announced that a Branding Committee, formed today by interested partners and headed by Kerry Strahm, would meet after a brief TKHA meeting.

B. Brochure: Cannot be created until we have a brand.

SUE PRIDEMORE urged us to start taking a *BROADER, more holistic, VIEW*, to start looking at interactions between lands and peoples. We need to think of our Area as landscaped space. We need to ask, "How do the natural environment and the people fit together and create a culture? "Look at your sites as contributing factors, not just isolated historic data." Remember the strength of character of the people who settled in certain landscapes. Remember that the job of the National Park Service is to protect and preserve heritage areas for the education and enjoyment of future visitors.

VIII. *Please note changes in FUTURE MEETINGS:*

April 8, 2004 - Clinton Town Hall

May 13, 2004 - Topeka Brown v Board

June 10, 2004 - Trading Post

July 8, 2004 - Kaw Point

IX. A brief TKHA meeting was held to deal with financial matters.

X. ANNOUNCEMENTS: Kerry Strahm invited us to Kaw Point, KC, June 25, 26, & 27, for reenactors, food, and speakers related to the Lewis & Clark Expedition.

Tom Mach, author of *Sissy*, talked about his book, passed it among group, and offered to share fund raising ideas with the Funding Committee.

Martha Parker is excited about the \$330,000 proposed addition to the Clinton Lake Museum.

Jerry Niebaum announced new Sesquicentennial map of Lawrence, available \$21.50, rolled.

Karen Taylor of Matfield Green informed us of the beginning of a new heritage area, the Blue Stem grazing area, Flint Hills.

MEETING ADJOURNED at 12:03 pm.

NEXT MEETING: March 11, 2004, at Osawatomie

Respectfully submitted,
Eileen Robertson