

NOTES FROM TKHA/BKNHA MEETING, January 13, 2005, Shawnee County Public Library – Topeka

Attendees:

Kerry Altenbernd	Black Jack Battlefield Trust
Kelly Pearl	Pott. County Economic Dev.
Bill Freeman	LeRoy, KS
Emma Crites	Fredonia Tourism
Eileen Robertson	Humboldt Tourism
Ron Harris	First Territorial Cap. & Geary County Museum
Clif Gordon	Wakefield Museum
Diann Bayes	Manhattan CVB
Sarah Martin	KS State Historical Society
Doug Jones	Shawnee County Historical Society
Carolyn Green	Humboldt Civil War Days
Sally Hatcher	Leavenworth
Kerry Lippincott	Leavenworth
Sue Gervasini	Leavenworth
Hazel May Fackler	Leavenworth
Richard Forester	Topeka CVB
Martha Piland	MB Piland Advertising
Alex Reilly	MB Piland Advertising
Douglas Wallace	Shawnee County Historical Society
Dale Nimz	Lawrence
Rebecca Phipps	Watkins Museum
Andrea Renick-Bell	Osawatomie, John Brown Site
Deborah Barker	Franklin County Historical Society
Chris Meinhardt	Friends of the Free State Capitol
Susan Henderson	Lawrence CVB
Ramon Powers	
Scott Allegrucci	KS State Dept of Commerce – Tourism
Richard Smalley	KS State Dept of Commerce – Tourism
Amy Berry	Olathe CVB
Judy Billings	Lawrence CVB

Attendees introduced themselves. Judy Billings introduced Kansas State Tourism Director Scott Allegrucci and Richard Smalley, Marketing, Dept. of Commerce when they arrived. rsmalley@kansascommerce.com Website: www.kscommerce.com

Richard Forester made **motion to approve Agenda**. Carolyn Green seconded. Motion carried. Judy announced that Martha Piland's Branding Graphics and Report would be given first under **Old Business**.

December minutes were accepted after corrections were made.

In the absence of Martha Parker, treasurer, Judy gave the **Financial Report: \$8,250** paid on Piland balance. Interest earned \$3.51. Balance \$7,100.44. Invoice from Red Design (BKNHA website) for \$60. Kerry Altenbernd made **motion to pay**. Eileen Robertson seconded. Motion carried.

OLD BUSINESS: Martha Piland distributed 5 choices of brands with graphics to attendees who were asked to view graphics objectively and keep in mind that we are communicating to the general public. Our goal is to expand Bleeding Kansas, i.e., give general public a broader understanding.

"Bleeding Kansas National Heritage Area" appeared in smaller print on the 5 brands/graphics.

Attendees discussed, offering comments/suggestions for brand alternatives and additions/changes and graphics color changes. Attendees' vote resulted in elimination of one of the 5 choices that received no votes. Judy will give the remaining 4 choices to Martha Piland, accompanied by attendees' comments/suggestions. There will be another Piland presentation at February meeting.

Scott Allegrucci shared that a brand won't tell everything about the product, e.g. "Kansas: As Big As You Think" requires support of graphics, profound TV and radio ads, positive printed media, and dedicated Kansans who live the words. Scott gave the analogy of a steering wheel (brand & graphic) and the rest of the car (Bleeding Kansas and the Enduring Struggle for Freedom National Heritage Area). The steering wheel alone won't get you anywhere, but you need the steering wheel to steer the car.

Judy gave **Update on Legislation.** BKNHA Bills could be reintroduced in House and Senate as early as January 20-24. Waiting on publicity. Judy will meet with National Heritage Alliance in D.C. February 6-8. Debbie White will email Congressional members contact info to BKNHA members.

Chris Meinhardt gave background and update on **UGRR brochure.** Task of bringing the brochure closer to completion has been handed to Judith Wellman, Ph.D, Network to Freedom, Buffalo, NY.

New Business: Kansas Preservation Alliance: Sally Hatcher, Smith Center, Ks, told us of the need to expand KPA through potential memberships from other organizations. Judy encouraged individuals to join.

Judy announced that after designation, we will need a **committee to design a brochure** explaining BKNHA: who and why we are, what we offer to visitors.

Announcements: Kerry Altenbernd announced plans to open Black Jack Battlefield June 2006. Diann Bayes, Diann Bayes, Manhattan CVB, offered self-guided tour scripts for "The Manhattan Women's Heritage Trail Guide" in June. Susan Greer Taylor, Wichita CVB, historic tours of homes. Richard Forester, Topeka CVB let attendees know about 2006 event SCCA (Sports Car Club of America) Runoffs at Heartland Park that will bring 700 drivers + special race teams into the area and last 11-14 days, bringing in over \$10 million Econ. Develop. dollars.

Future Meetings in 2005:

March 10, Junction City, TBA;
April 14, Fredonia, TBA;
May 12, Ottawa, TBA;
June 9, Manhattan, TBA; July ???;
August 11, Leavenworth.

NEXT MEETING: FEBRUARY 10, MAHAFFIE HOUSE

REMINDER: Bring hard copies of minutes and agenda. Thank you.

Respectfully submitted,
Eileen Robertson
Kansas Explorer #1450