

Freedom's Frontier

BLEEDING KANSAS HERITAGE AREA



Thursday May 11, 2006
Mine Creek Battlefield, Pleasanton

Attendees:

Paul Bahnmaier	Lecompton Historical Society
Diane Niehoff	Baldwin City Tourism
Julie Frisbie	Jefferson County Historical Society
Sally Hatcher	Leavenworth
Sue Gervasini	Leavenworth
Eileen Robertson	Humboldt
Emma Crites	Fredonia Tourism
Sonia Smith	Franklin County Convention & Visitors Bureau
Deb Barker	Old Depot Museum, Franklin County
Martha Parker	Clinton Historical Society
Arnold Schofield	Mine Creek
Don Traub	Traub Design Associates
Kerry Altenbernd	Black Jack Battlefield
Debbie White	Lawrence Convention & Visitors Bureau
John Nichols	Miami County Historical Society
Ken & Mary Asher	Mound City Chamber & Historical Society
Bob Carlson	Marysville & Marshall County Historical Society
Alice Widner	Trading Post Museum
Daryl Roller	Fort Scott Community College
Teri Pickering	Lawrence Public Schools
Peggy Clark	Osage County
Cheryl Collins	Riley County Historical Museum
Clif Gordon	Wakefield Museum
Ron Harris	1 st Territorial Capitol & Geary County Museum
Karen Crane	Merriam Visitors Bureau
Ola May Earnest	Linn County Historical Society
Erin Jeschke	Pottawatomie County Econ. Development
Charles Weickert	Pony Express Home Station, Marysville
Christian Lutz	Fort Scott Chamber
Alexis Radil	Mahaffie Stagecoach Stop & Farm

Meeting was called to order by Debbie White from the Lawrence Convention and Visitors Bureau at 10:00am on Thursday, May 11, 2006.

WELCOME: Attendees were welcomed by Arnold Schofield, Site Administrator for Mine Creek State Historic Site. Schofield spoke briefly about the Battle of Mine Creek, which took place on October 25, 1864, and its importance to Bleeding Kansas. He read a recent account discovered about the aftermath of the battle from General Curtis. General Curtis states there are still remains from the battle in April 1865. We were invited to view the visitors' center and enjoy the walking tours afterwards. Other attendees introduced themselves.

AGENDA APPROVAL: Debbie White motioned to add the Legislative update as item number six on the agenda. Motioned approved. Eileen Robertson from Humboldt added a correction to the minutes. She wanted to correct the name Ike Shelton to Ike Skelton and add Erin Jeschke from the Pottawatomie County Economic Development to the list of attendees. Clif Gordon from the Wakefield Museum motioned to approve the minutes and Eileen seconded. Motion carried. Past minutes are now available online at www.bleedingkansas.org

FINANCIAL REPORT: Martha Parker reported a balance on April 2 at \$1566.22. Interest earned on the account for March is \$.54 and for April \$.48 for a new total as of April 30 at \$1566.70

COMMITTEE REPORTS

TOURS: Don Traub of Traub Associates serves as chair. Traub announced the Tour Committee will be meeting in Lawrence the 4th Thursday of each month and all are welcome. Traub announced the next meeting is on Thursday, May 25 at 2pm at the Lawrence Convention and Visitors Bureau. Goals and parameters will be set at the next meeting. Each site will be asked to provide information for tour development. Each site can send their information or if the site already has information developed, it can be sent to www.traubdesigns.com. The committee will be developing a matrix for tour guidelines. The National Tour Operator Convention, which will be held in Kansas City in November 2007, has requested a tour of John Brown. Other types of tours discussed are tours for families, school groups and other visitors.

WEBSITE: Chaired by Debbie White. Nothing to Report

MUSEUM RESEARCH: Chaired by Rebecca Phipps, Director of the Watkins Community Museum. Rebecca was not in attendance, nothing to report.

HERITAGE TOURISM SEMINAR: Comments were expressed about the Heritage Tourism Seminar held in Salina on April 13, 2006. This seminar was sponsored by the State Travel and Tourism office. There were over 20 members present from the Bleeding Kansas organization for this one day workshop. The state has been working with Judy Randall, Randall Travel Marketing and Cheryl Hargrove, The HTC Group, two well respected travel consultants. Judy and Cheryl went to many state heritage tourism sites in 2005 as 'mystery shoppers' to assess the visitor experience. Dodge City was cited as an example of a great opening experience, but not delivering the whole experience. Dodge City has a great metal silhouette sculpture of cowboys as you enter into the city. However, when they arrived, they were disappointed because of the lack of interpretation and experience. This is an example

of how sites need to be prepared with a complete visitor experience, rather than a sign and a case of artifacts.

Paul Bahnmaier from the Lecompton Historical Society spoke about authenticity as one of the main themes being emphasized with heritage tourism. Bahnmaier mentioned the example of Sun Studios in Memphis where people can stand on the exact spot where Elvis Presley recorded his albums.

This type of experience is what needs to be created within the sites of Bleeding Kansas. Kerry Altenbernd mentioned how Cheryl and Judy said each participant should go back and do three immediate things to help improve their site so it is visitor ready. Simple steps can be placing interpretative brochures so visitors have access to the story after public hours or making sure grounds and restrooms are clean. John Nichols stressed the seminar reemphasized the interpretative plan requirements for Bleeding Kansas are aligned with the information the seminar presented; visitors are looking for the authentic, unique experience. Bahnmaier mentioned these consultants may be available for a seminar focused on Bleeding Kansas and it would be good for them to present. Robertson mentioned the monthly telephone conference Becky Blake from the State Tourism Office, which is free to participate. You can contact the State Tourism office in Topeka at 785.296.3820 for this monthly conference.

LEGISLATIVE UPDATE: White presented a letter to Congressman Jim Ryun from Congressman Ike Skelton from Missouri in response the legislative bill, HR 413, in the House of Representatives for the Bleeding Kansas National Heritage Area. Congressman Skelton presented a letter to Congressman Jim Ryan's office not supporting HR 413 because of six points. White went through Skelton's letter by each point and read Ryan's response. Copies of the letters were distributed to the attendees afterwards. White requested to have comments withheld until the letters were completely presented.

After the letters were finished, Martha Parker expressed her concern that Skelton was trying to derail the project and Bleeding Kansas should keep going without making the requested changes. Ryan consistently stressed the grassroots nature of the Bleeding Kansas organization in his letter to Skelton. Nichols stressed Bleeding Kansas is following the Department of Interior's guidelines for achieving the status as a national heritage area and the organization needs to stay the course in pursuing the designation.

One of the points Skelton made is he wants more state agencies in Missouri, such as the Department of Natural Resources and the Missouri Historical Society involved in the National Heritage Area. The grassroots concept of Bleeding Kansas is what the Department of the Interior examined for the feasibility study and will examine in the management plan. Robertson is concerned with the forced involvement of state agencies and who will be willing partners. White presented the question of whether to disband or stay at the table to work with the compromises. Karen from the Merriam Convention and Visitors Bureau emphasized the visitor standpoint. The visitor is not aware of the state line, just the experience. Schofield emphasized this is a discussion between two congressman, and the organization is not in a position to change the situation. White and Nichols emphasized that this will be an agreement between two Congressmen. Robertson expressed concern the identity of Bleeding Kansas will be lost. Nichols stressed the five themes of Bleeding Kansas have already been accepted and this is in the legislation. The overall name will change, but as

the themes are presented, the identity will not be lost. Schofield stressed Ryan is elected to represent the concerns of the people and the organization should continue to stay the course. Altenbernd did not think disbanding is an option. The organization decided to let the congressmen work out the issues and the final prize of the National Heritage Designation is the most important.

TRADEMARK: No Report. Straub mentioned it is an intricate process and consideration should be taken to hire a lawyer to handle details. Trademark will help protect the logo and be useful in marketing.

PARTNER SITE DESIGNATION PART II & III: Nichols said if there are concerns you can contact the Criteria Committee as they will meet on May 13. Cheryl Collins from the Goodnow House presented concerns about the terms specifying open hours. Collins used her site as an example. To qualify as part-time, sites are required to be opened 20 hours a week and seasonal/by appointment, the hours vary. Her site is open all weekends and the hours are consistent, however, because of the total number of hours not qualifying her site to be part-time, Goodnow House qualifies for seasonal/by appointment. Collins inquired about making hours more specific to clear up which category Goodnow House qualifies. Christian from Fort Scott Chamber of Commerce proposed to have a numeric system, 1-19 hours, 20-39 hours and over 40 to specify designation. Nichols said this is a working and internal document, so these considerations will be considered.

Discussion followed with the titles of the levels. Concern was expressed about the titles may emphasize the importance of one site over another. Sonia Smith from the Franklin County Convention and Visitors Bureau expressed her concern for keeping the names as a way to encourage government, or individuals to contribute funds to assist the sites in moving from one level to another. Smith wasn't advocating for one site being more important than another site, but to garner support for sites that do not have access to funds to plan for methods to obtain funding. Altenbernd suggested the changes will encourage weekend hours. Please submit suggestions to the criteria committee.

TKHA BUSINESS: No Report, Chris not in attendance

ACCOMPLISHMENTS

- 7,919 visited the Kansas Sampler Festival (Emma)
- Archeological Survey of Black Jack Battlefield detected bullets. A metal detector club from 1980 has already taken away quite a bit of metal. (Kerry Altenbernd)
- Trading Post is just not a trading post, but John Brown frequent visitor. The door from his cabin is at the Trading Post, stop by for a visit. (Alice)

UPCOMING EVENTS

- May 19, Turkey Creek Festival, Merriam. Fort Riley Mounted Color Guard will be leading parade
- May 21, National Collegiate Bike Races, Lawrence
- May 22-June 19, Jacob Lawrence exhibit, contemporary of Langston Hughes, 22 prints on display on Baker University Campus, Baldwin City

- June 2-4, Good Old Days, Fort Scott, Mexican War encampment
- June 2 and 3-Black Jack Battlefield Sesquicentennial Commemoration, near Baldwin City
- June 9, 10, 11-Humboldt Civil War Days, Humboldt
- June 10, Clinton Lake Historical society Open House & Special Event
- June 10, Old Jefferson Town and Oskaloosa Vintage Fashion Show, Band Concert
- June 17, Clinton Lake Historical Society Celebration of Juneteenth
- June 24 and 25, Battle of Fort Titus, Lecompton, Holmes Brigade

UPCOMING EVENTS

- July 1, 19th Century Independence Day Celebration, Mahaffie Stagecoach Stop, Olathe
- July 15, Clinton Lake Historical Society Ice Cream Social
- August 6, Old Jefferson Town in Oskaloosa Battles & Trails Program
- August 26, Re-enactment of the Battle of Osawatomie

REMINDERS: Please bring a hard copy of the May minutes and June Agenda to the BKHA meeting June 8, 2006, 10am, at Baldwin City.

FUTURE MEETINGS:

July 13, 2006	Clinton Lake Museum
August 10, 2006	Shawnee County
September 14, 2006	Jefferson County, Oskaloosa
October 12, 2006	Doniphan County
November 9, 2006	Neosho County, Chanute
December 14, 2006	Pottawatomie or Wabaunsee Counties

Meeting adjourned at noon.

Respectfully submitted,
Alexis Radil