

MEETING REPORT

Meeting Location:	Mabee Hall, Baker University 6 th & Fremont Baldwin City, Kansas
To:	
By:	Julie Lenger & Amy Webb

Meeting Date:	July 10, 2008
Task No.:	
Phase No.:	2
Start Time:	10:00 AM
End Time:	2:00 PM

Attendees:	See attached list
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This report, if not modified within seven (7) days after receipt by the Freedom's Frontier National Heritage Area Steering Committee, shall be acknowledged as an accurate report of the events that took place at this meeting.

Meeting Context:	General Management Plan – Phase 2 Interpretation & Education Plan
Meeting Purpose/ Intended Results:	Update on Phase 2 and Interpretation and Education components including designation of FFNHA Partner Sites, Story Authentication, and Interpretive and Education projects.

Meeting Notes:

Judy Billings welcomed all the attendees to the meeting and acknowledged first-time attendees and those who have been absent for a number of months by a show of hands. She discussed the new Welcome Packet that explains the FFNHA organization. It is available on the main webpage at www.freedomsfrontier.org. She also gave an update on the management plan process and encouraged attendees to give feedback on the documents posted on the website at <http://www.ffnha-hosting.com/>. She discussed the new e-news newsletters, which will be sent bimonthly and asked for suggestions and submissions. Judy noted that she and several members of the management team attended a meeting on July 9 in Omaha, Nebraska, with the National Park Service to ensure that the management plan was on track in meeting the National Park Service's requirements.

Terry Manies of Baker University welcomed the attendees to Baker University. Kevin Garber of the Baldwin City Convention and Visitors Bureau welcomed the attendees to Baldwin City. Judy Billings recognized Dorothea Jackson for her hard work on the heritage tourism map of the Baldwin City area that the attendees received before the meeting. Billings notified members that Kerry Altenbernd volunteered to give attendees a tour of Black Jack Battlefield following the meeting. Brenda Day of Baker University welcomed the attendees on behalf of Randy Pembroke, the Provost of Baker University.

Amy Webb started her presentation by recapping the work already done by the planning consultants. She showed examples of other National Heritage Areas' statements of national significance and noted that FFNHA's Statement of National Significance and Themes was in the "Management Plan" section of the FFNHA website, available for comment. The comments will be considered by the Interpretation and Education committee as well as by the Steering Committee. The consultants are incorporating partner's stories into the Stories and Places document, and Amy Webb noted that the strong response is indicative of the strong passion that FFNHA stakeholders have for the stories this region has to tell. That document will be available when the process is complete.

Webb then discussed designation of "Partner Sites" by reviewing the partner site criteria development process. In 2006, criteria were adapted from the Silos and Smokestacks National Heritage Area by members of the FFNHA Partnership Team. These draft criteria were reflected in many of the questions found in the Visitor Readiness Survey.

Webb stressed the need of revisiting the 2006 criteria to make sure responsibilities and requirements are balanced by the proposed benefits. The 2006 criteria divided sites into five levels: full-time, part-time, seasonal, point of interest and emerging. Webb suggested the possibility of clustering the full-time, part-time and seasonal as designated "Partner Sites".. Partner discussion noted that the existing criteria were site-specific and did not include resources such as byways, corridors, events, i-tours, living resources, etc. A request was made that the criteria define what the

term "open" means in terms of hours. Does it mean that people can go to the site and explore on their own or does it mean that the site is staffed or is there some other definition that can be used? From a tourism perspective, it is important that hours be regularly scheduled hours to allow visitors to plan ahead.

Webb discussed the idea of partner benefits equaling partner requirements. She suggested several possible benefits that may be available for partners in the current draft criteria, including networking and marketing opportunities, financial and technical resources, opportunities for participation in region-wide interpretation and education, participation in marketing plans and the use of the logo.

Webb pointed out that the 2006 criteria required information from the owner/manager and the operators with a number of duplicative questions. She questioned whether this was necessary or if there were some way to streamline the process. Discussion centered on the need to be assured of agreement on all levels of the partner's owners, managers and from all stakeholders (which in some cases includes several different entities). Attendees came to a consensus that a simpler form of ensuring the owners' and managers consent, such as a signature on a form, is sufficient.

Webb discussed the interpretation criteria. These criteria were left largely undefined in 2006. Webb suggested three possible criteria that fall within the interpretation category. Those criteria were: 1. The story is authentic; 2. The story fits within the FFNHA themes; 3. "Why here and no where else?" or Is this a nationally significant story that is unique to this National Heritage Area and could not have occurred outside of its boundaries? Discussion centered on whether or not FFNHA partner sites could interpret stories that did not fit the FFNHA themes along with those that did. It was agreed that sites could certainly tell other stories, but that the inclusion of stories related to FFNHA themes should be a requirement for Partner Sites.

Webb then discussed the Point of Interest and Emerging categories. She suggested that maybe these category descriptions could be expanded to also include sites that have potential to reach a higher level but may need assistance in doing so. For example, a site that is staffed and open part time might be designated as a "Point of Interest" until they had met additional interpretive criteria.

Webb then raised the following issues for discussion:

1. Should the expectations of full-time, part-time and seasonal be exactly the same or is it reasonable for full-time sites to be expected to take more responsibility in leadership and mentoring?
2. Can we divide criteria into "required" and "recommended" categories? What is the criteria that are absolutely necessary for becoming a partner?
3. What other categories (events, etc.) need to be added? What should be the criteria? When should we consider adding new categories?
4. Can we simplify the two sets of documents required from the owners/managers?
5. Can Point of Interest and Emerging categories be expanded to incorporate sites that do not meet all the criteria?

Suggestions included the following:

1. Consider writing criteria in three categories: requirements (what you must do), procedures (how you should do it), and guidelines (best practices/recommendations).
2. Consider adding a living heritage traditions category for groups that are heritage resources but not sites or events.

Webb notified attendees that 2006 criteria and discussion questions will be on the website for comments and feedback.

Julie Mulvihill, Executive Director, Kansas Humanities Council, led a session about Authenticating Stories. She stressed that audiences engage in heritage tourism because of the story. Those who present the story have a responsibility to make sure the story is accurate and authentic from an historical standpoint. She introduced Dr. William Worley, Ph.D., University of Missouri-Kansas City to talk about how to authenticate stories.

Dr. Worley relayed the importance of thinking about where our stories came from. He discussed some important strategies and sources partners can use to verify stories. Worley defined primary sources as those sources that are "in the words of the people who experienced" an event. With primary sources, it is important to consider personal bias and when the source was written. Worley uses a one-year rule-of-thumb. If an eyewitness wrote their account more than a year after the event, he considers this account to be a secondary source. As such, memoirs are a secondary source. These are sources written the way the writer remembers the event (affected by the passage of time) and the

way the writer wants the reader to remember the event. Worley recommended *Inside War: The Guerrilla Conflict in Missouri during the Civil War* by Michael Fellman as a good, well-documented secondary source. Worley also urged attendees to consider their stories within the broader context and to demonstrate how they are unique. He stressed that attendees work to find primary sources as they will help distinguish one's interpretation and to evaluate your sources. Dale Nimz added that sites should consider multiple sources and should reference your sources so that visitors know where you got your story.

Peggy Clark, Osage County Historical Society, illustrated authentication and documentation by explaining her research on the Bailey House. Clark researched secondary sources such as Osage County history, Kansas history, and Indian history; primary sources, to include deed records, historic maps, treaties, historic photographs, obituaries and correspondence; material culture including archaeology and the historic structure; conducted oral history; and reached out to professionals to help answer questions surrounding the origin of the Bailey House and be able to interpret an authentic and compelling story.

Dan Carey-Whalen, Kansas Humanities Council, explained programs and grants available through the Kansas and Missouri Humanities Councils. Discussion centered on questions whether or not funding was available for specific projects and the willingness of both councils to work with sites on projects.

Judge Deanell Tacha, FFNHA Board of Trustees, thanked the partners for attending and contributing to the process and urged attendees to raise funds in their communities to support FFNHA. She invited partners to attend Board of Trustee meetings and Judy Billings noted that meeting schedules, minutes, and financial documents are available by contacting the office. Eventually these documents will be accessible through the website.

The meeting broke for lunch.

Following lunch, Webb discussed the "tickler list" handout and shared ideas of interpretive and education programs that other National Heritage Areas support. She asked for suggestions of programs the attendees would like to see as a part of FFNHA. These ideas will be added to the list of ideas and an e-survey will be used to set priorities. Suggestions included:

- Workshops for museums and teachers to work together
- Teacher training workshops
- All-encompassing brochure
- Guide book
- Pod-casts
- Cell-phone tours
- Geo-caching
- Eco-caching
- Letterbox programs
- Scouting programs
- Sister school projects
- Sister events
- Corridor/heritage trails
- Website with tags for sites and least-cost routing
- Customized itineraries
- Working with state educational standards for teacher workshops
- Working with teacher training at universities
- Working with Center for Built Environment for educational training for teachers
- Tourism and economic development
- Promotion for increased visitation
- Research for quality interpretation
- Making connections between sites
- Programs to explore and develop connections
- Gateway center
- Orientation film that partners can use
- Signage
- Work with tourism departments in the states
- Web exhibit
- Tie in with sports tourism
- Electronic kiosk for every site (work with libraries for spur connection)
- Contact information on signs (phone number)
- Tourism phone number
- Interpretation workshops
- Online interpretation workshops
- Training for volunteers including hospitality training
- Billboards
- Online training
- Work with KU Continuing Education
- PSAs on television stations
- Conferences/speakers bureau
- Use of logo
- Promotional materials in restaurants
- Work with Boulevard for special brew
- Cookbook

Webb wrapped up the meeting by reminding attendees to look at and comment on the Statement of National Significance and the Partnership Criteria. The next meeting will be August 14 in Overland Park, Kansas.

The meeting was adjourned at 2:00 PM

Concluding Action Items

Item	Action	Responsible Party
Partner Site Criteria	Post 2006 Partner Site Criteria and Discussion Questions on FFNHA website	Amy Webb
Partner Site Criteria	Review and Comment on Partner Site Criteria and Discussion Questions on FFNHA website	Partners and Public
Interpretive and education projects	Post e-survey with possible interpretive and education projects on FFNHA website	Amy Webb
Interpretive and education projects	Review and Comment on Interpretive and Education Projects e-survey	Partners and Public
Seek input from teachers on curriculum needs	Develop e-survey for targeted list of educators in FFNHA region	Amy Webb, Julie Lenger

Last Name	First Name	Organization	Last Name	First Name	Organization
Abbott	Phyllis	Baxter Springs	Hotaling	Jon	Coffey Co.
Abbott	Bob	Baxter Springs	Irlle	Lisa	Johnson Co. MO Hist. Soc
Altenbernd	Kerry	Black Jack Battlefield	Jackson	Jay	Missouri City Schools
Asher	Mary	Mound City	Jackson	Dorthea	Santa Fe Trail Hist. Soc.
Atwater	Grady	John Brown Museum	Jackson	John	Santa Fe Trail Hist. Soc.
Bahnmaier	Paul	Lane Museum	Lambertson	Mark	National Trails Museum
Baker	Susan	Baldwin City Chamber	Landers	Jack	Johnson Co. MO Hist. Soc
Baker	Peggy		Lee	Kristi	Franklin Co. CVB
Banwart	Connie	Fort Scott	Lenger	Julie	Mgmt Team
Barker	Deb	Old Depot Museum	Maimer	Ben	Osawatomie Hist. Soc.
Billings	Judy	Lawrence CVB	Manies	Terry	Baker University
Bohl	Carol	Cass Co. Hist. Soc.	McCullough	Janice	Humboldt
Boyko	Betty	Ft. Scott NPS	McRae	Janet	Miami Co. Econ Dev.
Burkhart	Bob	Kaw Valley Heritage Alliance/MCHS	Mulvihill	Julie	KS Humanities
Carey-Whalen	Dan	KS Humanities	Nichols	John	Miami Hist Soc
Carmichael	Beth	St. Joe CVB	Niehoff	Diane	Baldwin City
Casper	Katie	Fort Scott Tourism	Nimz	Dale	Lawrence
Cheney	Ernestine	Humboldt	Pierson	Judy	Wakarusa Valley Heritage Museum
Clark	Peggy	Osage Co. Hist. Soc.	Pridemore	Sue	NPS
Clayton	Stephanie	Johnson Co. Museums	Quillin	Tracy	KS Humanities
Collins	Cheryl	Riley County Hist. Soc.	Radil	Alexis	Mahaffie
Coykendall	Jan	Humboldt	Ramsey	Terry	Bushwhacker Museum
Craig	Jody	MARC	Reynolds	David	University of Saint Mary
Crane	Karen	Merriam CVB	Robertson	Eileen	Humboldt
Crites	Emma	Fredonia	Schofield	Arnold	Mine Creek Battlefield
Crume	Ann	Lexington, MO	Smalley	Richard	KS Tourism
Davis	Marilyn	Humboldt	Smith	Tristen	KU Natural History Museum
Day	Brenda	Baker University	Soukup	Joanie	Leavenworth Hist. Soc.
Dill	Pat	Doniphan Co. Hist. Soc.	Stanton	Peggy	Doniphan Co. Hist. Soc.
Duffield	Monica	Johnson Co. Library	Stubbs	Michael	Wabaunsee Co. Hist. Soc.
English	Jan	Wyandot Nation of KS	Tacha	Deanell	FFNHA Board of Trustees
Finger	Linda	Douglas County	Tiffany	Phyllis	Watkins Museum
Forry	Richard	Lexington, MO	Toll	Dennis	Manhattan CVB
Fuller	Janae	Battle of Lexington	Traub	Don	Traub Design Assoc.
Garton	Amy	OP CVB	Webb	Amy	Mgmt Team
Gerges	Mark	Ft Leavenworth Hist. Soc.	Wellman	Richard	Jefferson Co. Hist. Soc.
Gordon	Clif	Wakefield Museum	White	Debbie	Lawrence CVB
Harris	Ron	Geary Co. Hist. Soc. & Territorial Capitol	Wildgen	Mike	Watkins Museum
Hatcher	Sally	Leavenworth Hist. Soc.	Worley	Bill	UMKC
Holverson	Ashley	Olathe CVB	Yoho	Hollie	Woodson Co. Chamber