

MEETING REPORT

Meeting Location:	White Rose Pavilion
	107 Ming Street
	Warrensburg, Missouri
To:	
By:	Julie Lenger

Meeting Date:	November 13, 2008
Task No.:	
Phase No.:	2
Start Time:	10:00 AM
End Time:	3:00 PM

Attendees:	See attached list
------------	-------------------

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 Heritage Development and Resource Management Plans
Meeting Purpose/ Intended Results:	Priorities and Connections

Meeting Notes:

Judy Billings welcomed the partners and introduced Lisa Irle and Jack Landers of the Johnson County (Missouri) Historical Society. Landers introduced the Board of Directors for the Historical Society and Irle introduced special guests in attendance, representing the city of Warrensburg and Johnson County, Missouri. Irle showed a video about the Johnson County, Missouri Old Courthouse.

Billings recognized Board of Trustee members in attendance, Charles Clark and Judge Deanell Tacha. Tacha welcomed the partners and thanked them on behalf of the Board of Trustees. She updated attendees on the work of the Board and shared with the partners her vision of the area as an interwoven fabric that told a unified story and preserved the heritage of this place that would resonate with future generations and their challenges.

Attendees introduced themselves. Billings reminded attendees about signing the Partner Pledge and recognized those who have signed with Freedom's Frontier commemorative coins. She reminded the attendees to put 2009 events on the website. Billings reported last month's meeting expenses at \$9,121.21 and reminded attendees to fill out the November expense sheets. She pointed out the small exhibits about Johnson County, Missouri's stories that Irle put together and encourages attendees to look at these stories and to include their connections to those stories on the sheets provided by Irle. Billings recognized the Steering Committee for their work and introduced Jody Craig and Lori Simms, members of the Steering Committee.

Craig and Simms presented the foundation documents to the attendees. Craig explained that the foundation documents were made up of: the Statement of National Significance and Themes, the Vision for 2028, the Mission, the Goals, and the Guiding Principles. Craig explained the background of and work done on the Statement of National Significance and presented it to the attendees. The Themes were originally presented in the August meeting. The Statement of National Significance was presented in the September meeting. The full Statement of National Significance can be found on the website at <http://www.ffnha-hosting.com/communications-docs/Statement%20of%20Significance%20Revised.pdf>.

Simms explained the background of and work done on the Vision for 2028, Mission, Goals in their long and short versions and Guiding Principles. The Vision for 2028 is:

Freedom's Frontier National Heritage Area (FFNHA) is an internationally recognized region in western Missouri and eastern Kansas where a young nation's diverse definitions of freedom collided. Through sharing authentic and honestly interpreted stories, residents respect multiple views of freedom. Compelling learning experiences, interpretation and preservation offer visitors

and residents of all ages an understanding of the region's importance. Historically aware citizens collaborate to build diverse economies for current and future generations.

The Mission is:

Freedom's Frontier National Heritage Area (FFNHA) is dedicated to building awareness of the struggles for freedom in western Missouri and eastern Kansas. These diverse, interwoven and nationally important stories grew from a unique physical and cultural landscape. FFNHA inspires respect for multiple perspectives and empowers residents to preserve and share these stories. We achieve our goals through interpretation, preservation, conservation and education for all residents and visitors.

The Goals are:

1. Build awareness of the struggles for freedom that took place within the boundaries of Freedom's Frontier for current and future generations. (Build awareness of our story.)
2. Enhance, sustain and preserve the unique cultural and historic assets within our nationally important physical and cultural landscapes that fostered these stories. (Enhance, sustain and preserve our sense of place.)
3. Inspire tolerance and respect for multiple perspectives. (Inspire tolerance and respect for multiple perspectives.)
4. Empower residents to preserve and share our nationally important authentic stories in an engaging way. (Empower residents to preserve and share our stories.)

The Guiding Principles are:

1. Be tolerant and respectful of diverse stories from multiple perspectives.
2. Respect property rights.
3. Focus on authentic and engaging experiences.
4. Honor the region's peoples, past and present.
5. Appreciate unique cultural and historic assets within the nationally important landscape.
6. Invest in community engagement, education and empowerment.
7. Sustain and grow a sense of place.
8. Value the natural environment.
9. Consider future generations in all actions.

Billings spoke about the strategies and tactics for guiding Freedom's Frontier's future and introduced Alexis Radil, member of the Steering Committee, to present these strategies and tactics. Radil noted that the Steering Committee had been hard at work to develop this list of strategies and tactics based on the recommendations from the segment plans. She explained to those in attendance that this was their opportunity to give their input on how the tactics would be prioritized. The list of strategies and tactics is attached below.

Attendees were given five stickers. They were asked to place their stickers next to the tactics that they believed were most important. They were instructed they could allocate their stickers in any way they wished. The tactics were posted on the wall.

The results of this exercise were as follows:

Strategy: Define Freedom's Frontier by recognizing and developing its resources, sites, story and brand.	
Rank: 2nd 26 stickers	Tactic: Collect and present information about contributing heritage resources in a searchable database.
Rank: 1st 43 stickers	Tactic: Designate Freedom's Frontier Partners and Accredited sites.
Rank: 4th (tie) 22 stickers	Tactic: Define and tell Freedom's Frontier's story.

Rank: 5th 17 stickers	Tactic: Articulate consistent messages about the regional experience and individual contributors.
Strategy: Build a foundation for communicating Freedom's Frontier's message and stories.	
Rank: 3rd 24 stickers	Tactic: Maximize the Freedom's Frontier website as a virtual interpretive, educational and marketing tool for residents and visitors.
Rank: 6th 16 stickers	Tactic: Develop a coordinated marketing program that complements the region's individual destinations and site programs.
Rank: 4th (tie) 22 stickers	Tactic: Develop way-finding tools in the form of maps and directional signage.
Rank: 9th 12 stickers	Tactic: Increase awareness and support by local constituents, including elected officials.
Strategy: Enhance and sustain Freedom's Frontier's sense of place.	
Rank: 7th 15 stickers	Tactic: Enhance and develop Freedom's Frontier's sites and partners.
Rank: 10th 10 stickers	Tactic: Encourage preservation and conservation as ways to sustain Freedom's Frontier's sense of place.
Rank: 8th 14 stickers	Tactic: Develop Freedom's Frontier as a sustainable destination.

These results were tabulated and reported to the attendees.

Irle introduced Jeff Hancock, Warrensburg City Manager. Hancock welcomed the attendees to Warrensburg.

Richard Sunderwirth made an announcement about "Border War: The Rivalry between Missouri and Kansas." This television program will air on the Metro Sports channel on November 26. It explores the sports rivalry between MU and KU by looking at the Border War of the 1850s that led to the Civil War and caused animosity between the two states. More information about this program can be found on www.borderwarrivalry.com.

The meeting broke for lunch.

Irle introduced Missouri State Representative for the 121st District and State Senator-Elect, David Pearce. Pearce welcomed attendees to Warrensburg and shared his interest in Missouri and Kansas's heritage and the history of the Civil War in the western theater.

Julie Lenger discussed making connections with the attendees. She explained that they would be building on the landscape presentation from September and the specific site presentation from October. She reviewed the exercise the October attendees completed, linking sites to the new Missouri State Historic Site at the Skirmish of Island Mound. Attendees then selected a site, wrote that site on an index card along with its connections to other sites within Freedom's Frontier. Attendees then drew those connections on a large map on the wall.

Tacha wrapped up this exercise by reflecting on the connections on the map. She expressed that this map confirmed that this area was a true heritage area with an interconnected story to tell. She reiterated how important this story was and will continue to be for future generations, if it is preserved and told from multiple perspectives.

Lenger gave a short presentation of Facebook pages. She discussed how Facebook pages could be used both to advertise individual sites and to link sites together with Freedom's Frontier's Facebook page. She explained how Facebook pages could benefit sites, how to set up a page, how to get fans, how to link it to Freedom's Frontier's page, and how to use the applications to share information with interested "fans."

Billings reminded attendees to post their events on Freedom's Frontier's website. Lenger reminded attendees to fill out the expense sheets. Cheryl Collins announced that Riley County was designated as a Preserve America community. Billings announced that the December meeting would be held in Paola, Kansas.

The meeting adjourned at 2:15.

Last Name	First Name	Organization			
Altenbernd	Kerry	Battle of Blackjack	Lambertson	John Mark	National Trails Museum
Banwart	Connie	Fort Scott	Landers	Jack	Johnson Co. MO Hist. Soc.
Barker	Deb	Franklin Co. Hist. Soc.	Latare	Suzu	Warrensburg Chamber/CVB
Bass	Phyllis	Richard Allen Cultural Ctr.	Lenger	Julie	Mgmt Team
Beckner	Jim	Missouri historian	Long	Tammy	Warrensburg Chamber/CVB
Best	Clarence	Jo. Co. Mo. Hist. Soc.	Mauro	Shannon	JCHS Volunteer
Billings	Judy	Destination Mgmt	McCullough	Jan	Humboldt
Bohl	Carol	Cass Co. Hist. Soc.	McPeak	Howard	St. Clair Co Hist Soc
Carmichael	Beth	St. Joseph CVB	Nichols	John	Miami Co Hist Soc
Cheney	Ernestine	Humboldt	Pearce	David	Mo State Rep
Clark	Charles	Board of Trustees	Pearson	Bobby	
Collins	Cheryl	Riley Co. Hist. Soc.	Radil	Alexis	Mahaffie Stagecoach
Corkran	Jan	JCHS (MO) Board	Ramsey	Terry	Bushwhacker Museum
Coykendall	Jan	Humboldt	Robertson	Eileen	Humboldt
Craig	Jody	MARC	Russell	Kay	Confederate Memorial
Crume	Ann	Lexington	Simms	Lori	MO Tourism
Davis	Marilyn	Humboldt	Sunderwirth	Richard	St. Clair Co Hist Soc
Durbin	Nancy	Osage Co. Eco Dev	Tacha	Deanell	Board of Trustees
Forry	Dick	MO DNR	Tellefson	J.C.	Leavenworth Co. Commission
Fuller	Janae	Battle of Lexington	Toll	Dennis	Manhattan CVB
Grainger	Dona	JCHS (MO) Board	Traub	Dennis	Traub Design
Hancock	Jeff	Warrensburg City Mgr	Vieira	Scott	Johnson Co. Library
Irle	Lisa	Johnson Co. MO Hist. Soc.	Watkins	Warren	
Irle	Melody	Johnson Co MO Hist. Soc.	White	Debbie	Lawrence CVB
Julich	Gordon	Jackson Co Parks & Rec	Zahn	Patricia	MO Humanities
Keckeisen	Bob	KS. Hist. Soc.			



Freedom's Frontier's Management Planning Team and Steering Committee have developed the following strategies and tactics in order to help Freedom's Frontier achieve its Vision for 2028:

Freedom's Frontier National Heritage Area (FFNHA) is an internationally recognized region in western Missouri and eastern Kansas where a young nation's diverse definitions of freedom collided. Through sharing authentic and honestly interpreted stories, residents respect multiple views of freedom. Compelling learning experiences, interpretation and preservation offer visitors and residents of all ages an understanding of the region's importance. Historically aware citizens collaborate to build diverse economies for current and future generations.

These strategies and tactics were taken from the five segment plans (tourism, marketing, economic development, interpretation & education and heritage resource management) which were reviewed by Freedom's Frontier's committees in September. The management planning team wrote these strategies and tactics in response to the needs and opportunities they uncovered during their Phase I period of discovery.

While all of these tactics are important to the success of Freedom's Frontier and while they overlap and work in concert with one another, they all take time and resources. Priorities are needed to help direct Freedom's Frontier about which tactics to pursue if time and resources are limited. In order to create a management plan that is responsive to your needs and to remain true to Freedom's Frontier's beginnings as a grassroots organization, you will be asked for your input about prioritization of tactics at the November 2008 Freedom's Frontier Partner Meeting in Warrensburg, Missouri. The following information attempts to explain those tactics and relates them to the strategies they support.

Strategy: Define Freedom's Frontier by recognizing and developing its resources, sites, story and brand.

- **Tactic:** Collect and present information about contributing heritage resources through a searchable database. This database will include information about contributing sites, artifacts, archival material, cultural landscapes, historical buildings and folklife.
 - *This tactic involves enhancing and expanding the current database to create a searchable online database. Creating this database will involve collecting information about artifacts and archival material in the area. Collecting information about existing surveys of historical buildings and partnering with others to inventory historical buildings, cultural landscapes and folklife.*
- **Tactic:** Designate Freedom's Frontier Partner and Accredited sites using established criteria.
 - *This tactic involves approving and implementing the criteria and process for accreditation created by the management planning team.*
- **Tactic:** Define Freedom's Frontier's story by developing orientation materials, clustering sites into manageable visitor experiences and enhancing available information about Freedom's Frontier sites through a system of interpretive panels.
 - *This tactic involves developing an overview to introduce visitors and residents to Freedom's Frontier's story. This overview may take the form of an interpretive exhibit, a brochure, a guidebook, a video or some other medium. It also involves defining the story through the development of suggested itineraries and heritage trails and by partnering with others to create outdoor interpretive signage to explain parts of Freedom's Frontier's story that are not currently told.*
- **Tactic:** Articulate consistent messages about the regional experience and individual contributors to that experience by developing a Freedom's Frontier brand that is recognized and constantly and consistently delivered.



- *This tactic involves developing a Freedom's Frontier brand promise based on its foundation documents (Statement of National Significance, Vision, Mission, Goals and Guiding Principles). It also involves partnering with others to articulate that brand promise through training programs for front-line hospitality workers (hotel workers, restaurant servers, State tourism welcome center staff, etc.)*

Strategy: Build a foundation for communicating Freedom's Frontier's message and stories.

- **Tactic:** Maximize the Freedom's Frontier website as a virtual interpretive, educational and marketing Tool for Residents and visitors.
 - *This tactic involves redesigning the Freedom's Frontier website to enhance the site's usefulness for different audiences. The website will include a section dedicated to travelers, educators, researchers and stakeholders/Partners.*
- **Tactic:** Develop a coordinated marketing program that complements the region's individual destinations and site programs.
 - *This tactic involves defining Freedom's Frontier's regional role in tourism and marketing and working with local convention and visitors bureaus and destination management organizations to collectively promote Freedom's Frontier.*
- **Tactic:** Develop consistent wayfinding tools in the form of maps and directional signage.
 - *This tactic involves developing two different types of wayfinding tools for visitors and residents to locate our contributing assets: maps and directional signage.*
- **Tactic:** Increase awareness and support by local constituents, including elected officials.
 - *This tactic involves a number of tools to help residents become better acquainted with Freedom's Frontier. Using newsletters, brochures, a speakers bureau, an annual report, local promotions, and other tools, Freedom's Frontier make itself known to elected officials and area residents.*

Strategy: Enhance and sustain Freedom's Frontier's sense of place.

- **Tactic:** Enhance and develop Freedom's Frontier's sites and partners.
 - *This tactic involves helping Freedom's Frontier's sites and partners to better tell their story better and to better preserve their resources through mentorship, workshops, grant programs and recognition programs.*
- **Tactic:** Encourage preservation and conservation as ways to sustain Freedom's Frontier's sense of place.
 - *This tactic seeks to increase coordination and cooperation between various entities involved in sustainable development, preservation of built resources, adaptive reuse and conservation of natural resources. It also seeks to raise awareness of area residents about the importance of preservation and conservation.*
- **Tactic:** Develop Freedom's Frontier as a sustainable destination.
 - *This tactic involves helping Freedom's Frontier become economically sustainable. It focuses on promoting and supporting our story-based tourism businesses and advocating support for the increased funding of local tourism and marketing organizations.*