Freedom's Frontier
NATIONAL HERITAGE AREA

Minutes from Board of Trustees Meeting
Tuesday, March 15, 2010
Remington Nature Center
St. Joseph, MO

The meeting was called to order by Deanell Tacha, Chair. Present were Tacha, Banwart, Benton, Cohen, Craig, Dillingham, English, Ford, Gibson, Glasscock, Jones, Northern, Ramsey, Stroup, Tempel and Judy Billings and Julie McPike. Absent were Arter, Breidenthal, Clark, Dunfield, Kemper, Maag, McCoy, Wagnon and Wood.

Guests present were Marty Sterkel, Assistant Regional Director, Chief of Partnerships, and Sue Pridemore, Heritage Partnership Coordinator, Midwest Regional Office, National Park Service; Beth Carmichael and Marci Bennett from the St. Joseph Convention & Visitors Bureau; Sarah Elder, St. Joseph Museums, Inc.; Ann and Dan Rosenthal, Baldwin Emporium, Baldwin City, Kansas; and Luther Smith, Western University Board, Kansas City, Kansas.

Tacha called the meeting to order. With no objections from those in attendance, the December 2010 minutes stand approved.

Dillingham gave the Nominating Committee report and moved the Board elect Kent Glasscock to serve a three-year term. Banwart seconded the motion, which passed. Tacha read a letter from Ike Skelton, thanking the Board for their invitation to join the Board and asking to defer the nomination to a future date.

Board members and guests introduced themselves.

Marci Bennett, Executive Director of the St. Joseph Convention & Visitors Bureau, welcomed the Board to St. Joseph and thanked them for their work. Sara Elder, Curator of Collections for St. Joseph Museums, Inc., acquainted the Board with the history of St. Joseph.

Tacha introduced Marty Sterkel and Sue Pridemore. Sterkel spoke about the importance of partnerships with the National Park Service and the role of National Heritage Areas in getting voices to the table and assisting with the mission of the Park Service.

Craig asked about the purpose of program legislation. Sterkel and Pridemore explained that program legislation would create a system for heritage areas, set standards and define the relationship between the Park Service and Heritage Areas. It would bring all existing National Heritage Areas into the Park Service as a program with designated funding. The newly created National Heritage Area Caucus requested that the Park Service draft legislation to create a National Heritage Area program. This draft was delivered to the caucus leaders, Representatives Tonko of New York and Dent of Pennsylvania. Billings has met with the FFNHA delegation both Kansas and Missouri to encourage them to join the caucus but, as yet, none have done so. There was discussion on what changes in the draft legislation would be most beneficial to FFNHA.

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A subcommittee was created to review the legislation, mark it up as we would like it introduced and communicate our wishes to the staff of Representatives Tonko and Dent in Washington DC. Subcommittee volunteers included Glasscock, Jones, Craig and Gibson.

Billings asked Sterkel and Pridemore about the National Park Service's expectations for Freedom's Frontier. They explained the three main expectations for a heritage area are to honor the enabling legislation, fiscal integrity and accountability and partnering with NPS units and the regional office.

Billings asked about use of the NPS logo. Sterkel explained that when using the logo, to state that Freedom's Frontier is "a National Heritage Area affiliated with the National Park Service." The NPS logo should not be used on specific marketing material.

Pridemore and Sterkel encouraged the Board to continue to bring people to the table, identify common goals and do the work of the heritage area. Tacha thanked Sterkel and Pridemore.

Ramsey reported on the Partnership Team and Advisory Committee. She noted several highlights from the March Partnership Team meeting, including a partnership with Fort Scott National Historic Site to distribute the Fort Scott and Freedom's Frontier videos to area middle schools, the Kansas Humanities Council's Shared Stories of the Civil War Readers Theater, Grants and Awards Task Forces and Skype Book Club. Ramsey also announced new members on the Advisory Committee and discussed site visit reviews. Ramsey, a member of the Missouri Civil War Sesquicentennial Commission, also announced the second round of a marketing grant for Civil War events in Missouri. McPike announced that the Advisory Committee elected to co-sponsor an upcoming Border Wars conference in April and Billings announced that FFNHA is partnered with Lone Jack Battlefield in submitting a grant application to the American Battlefield Protection Program.

Stroup reported for the Development Committee. She distributed 2011 annual pledge form and noted that the Board nearly met their goal of 100% participation in 2010 and thanked board members who contributed. She reiterated the goal of 100% participation and emphasized the importance of this when asking others to invest in FFNHA. Stroup and McPike are working on a letter and form to invite the Advisory Committee to join the Board in making financial contributions. The Development Committee will meet at 1:00 PM before the June 7 Board Meeting.

McPike reported on the progress of the map project. Billings reported on printing costs and fundraising for the map.

McPike reported on the progress of the website project. Tempel asked how external links will work. McPike explained how the Freedom's Frontier website will link to partner sites and how many partners already link to Freedom's Frontier from their sites. Sterkel explained a website being developed by NPS will help drive traffic to their units and partners.

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Tacha reported on the partnership with Symphony in the Flint Hills. She and Billings have spoken at the past prelude events in Wichita, Emporia and Lawrence and are on the schedule to speak at similar events in Kansas City and Topeka. Tacha wrote articles for the Symphony's newsletter and field journal and the *Kansas City Star* is planning an article on the partnership.

Tacha announced that, beginning June 1, she will become the Dean of the Law School at Pepperdine University. For that reason, she is stepping down as chair of Freedom's Frontier. She moved to elect Dillingham as Chair of the Board and offered to replace him as Vice Chair. Stroup seconded the motion, which passed unanimously.

The meeting adjourned to the J.C. Wyatt House for dinner hosted by the St. Joseph CVB.

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