For our Thursday, July 13, 2017 Partnership meeting, we gathered at the Bushwhacker Museum, Nevada, in Vernon County, Missouri.

The museum was designed to appeal to all ages, with an informal atmosphere and interactive exhibits. With over 10,000 square feet of exhibit space, the Bushwhacker also caters to a wide range of interests. You’ll find Native American and Civil War artifacts, antique carriages, old handmade quilts, children’s toys, antique sidesaddles, early fire department memorabilia and so much more. Take a stroll with there through Vernon County's past!

A short distance from the museum, you can tour the Bushwhacker Jail. A rare example of prison facilities in the late nineteenth century, it’s the oldest structure in Nevada, and one of the few buildings spared when Federal Militia burned Nevada to the ground in 1863. Tour the jailer’s family quarters, step inside a jail cell, or marvel at graffiti in the old drunk tank. It’s an adventure for the entire family.

Some of the sites about 30-45 minutes from Nevada (“Places to See” www.freedomsfrontier.org):

Poplar Heights Farm, Butler, MO [http://www.freedomsfrontier.org/Visitors/Sites/Comments.aspx?id=165]
Mine Creek Battlefield, Pleasanton, KS [http://www.freedomsfrontier.org/Visitors/Sites/Comments.aspx?id=64]
Linn County Historical Museum, Pleasanton, KS [http://www.freedomsfrontier.org/Visitors/Sites/Comments.aspx?id=77]
Greetings and introductions. Adam Newhard, Partnership Coordinator (FFNHA) welcomed first time attendees to the meeting. Each was invited to provide an introduction, and presented with a Freedom’s Frontier challenge coin.

Joining us for the first time today were: Johnny Szlauderbach, Freedom’s Frontier Grant Research Coordinator, the newest addition to our staff; and (from left, pictured below) Cole Finely, Watkins Museum of History; Noel Challis, Platte County Parks and Recreation; and Sam Welty, muralist from Virginia Beach, pictured with long-time partner, Beth Carmichael, St. Joseph CVB.
Grant Research Coordinator’s report. Johnny Szlauderbach joined Freedom’s Frontier staff as a part-time employee in May. Johnny is seeking out grant opportunities from foundations, and other organizations. If you have a project in need of a grant, or know of grant funding that is available from organizations in your community, let Johnny know.

He also works part-time, from the FFNHA offices, for the Alliance of National Heritage Areas. Johnny helped coordinate a recent trip that alliance members from heritage areas around the nation took to Washington, DC, to talk to legislators and their staff about maintaining heritage area funding. Their efforts secured funding for national heritage areas for fiscal year 2017. Now they are working toward robust funding for 2018, and getting sponsorship for HR 1002. HR1002 is the bill that would make national heritage areas a program of the National Park Service, and bring all 49 heritage areas under the same legislation.

He is also updating the website for the Alliance, and working with the National Park Service to update other sources of information about national heritage areas online.
**Bushwhacker Museum overview.** Will Tollerton is the director of the Bushwhacker Museum, and the Bushwhacker Jail. He gave the gathered partners at the July meeting an overview of the museums.

When the museum building was constructed in 1920, it was a Ford agency and garage. The building that now houses the Bushwhacker Museum and the Nevada Public Library was renovated with generous funding from the Finis M. Moss Charitable Trust.

The Museum contains 13,000 square feet of exhibits, storage and workspace. It is dedicated to the preservation of Vernon County’s history, and to the support of historical education and research.

The museum was the recipient of one of the first Freedom’s Frontier Interpretive Grants, and the grant funding was used to renovate the museum’s Missouri-Kansas Border War and Civil War exhibits.

Will also talked about how his museum has developed new programming. In about 2001, the museum created educational programs for local fourth-graders, filling a gap in local education with museum instruction on local/regional Civil War and natural history, Native American history, children’s life in the 19th century, and more. Partners for this programming included Mahaffie Stagecoach Stop, Prairie State Park, and other FFNHA partners, who provided hands-on activities, and their subject matter expertise to a day Missouri History Day at the museum. A challenge the museum is facing now is changes to the state history curriculum that makes this programming a requirement for third-graders, who have a shorter attention span, and since the program is for fourth-graders, it may be more difficult to get school groups to attend. *(Continued on next page.)*
Developing new programming continued. Will has sponsors for his programs, including Hoffman, area banks, the Masonic Lodge, women’s and local civic clubs, private individuals, and the Moss Trust and Richardson Foundation – both of which have been large donors to the museum building and programs.

He also partners with the CCPA, a local civic theatre group, and the DAR, for a Cemetery Tour that is a fundraiser for the museum. The actors from the theatre group worked with Will to create a cemetery tour script and act out local stories of some of the people buried in the cemetery.

Another popular museum program is the Night at the Museum fundraiser, which also includes the local actors taking on roles in the museum, and a soup/pie dinner, priced at $10 per person.

Will has taken advantage of not just the FFNHA Interpretive Grant, but also grants from the local Chamber of Commerce, and the Missouri Humanities Council which brought in traveling exhibits, including one that will be installed next summer, about WWI, and will coincide with the Bushwhacker Days celebration.

Will said that he also encourages local educators to apply for the FFNHA Bus on Us! funding for student bus transportation to field trips.

If you would like more information about Will’s programs, contact him at the museum. (Contact information is on the front page of this slide show.)
Revenue streams and rentals. First, our condolences to Mahaffie Stagecoach Stop and Farm Rental Coordinator Lorna Daganaar, who was supposed to be the presenter of this program, but whose father passed away in the days before our meeting. You were in our thoughts and prayers when we met, Lorna.

In her place, Alexis Woodall from Mahaffie, who also serves on the FFNHA Board of Trustees, gave the partners information about renting out your site for weddings and other events.

Mahaffie has benefitted from the fact that there are few rental venues in Olathe, so when deciding if you want to rent out your facility, take into consideration the competition.

Do your market research of the surrounding area to find out:
- Who else does rentals?
- What do they charge?
- How large are their spaces?
- What kind of events do they cater to?
- What are the “on/off” seasons? What does your landscaping look like in different seasons?
- Do you need to adapt your space to accommodate rentals? Mahaffie converted a staff area into a dressing room/lounge area for brides-to-be.
- What areas of the site will you allow renters and their guests to access during events? What areas can be used for taking photos? If you want them kept away from valuable collections on your site, you should outline for them and staff where event can be held, and which parts of your site are off limits.

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Revenue streams and rentals continued. In 2016, Mahaffie had 98 rentals, which brought in $130,000. But, there are expenses and other things to consider.

• How much revenue do you need to offset your budget expenses for the rentals, and for your operations, and what will be included in the services you offer?
  
  o Will you need extra staff at events?
  o Will you allow alcohol to be served, and if so, who provides security patrol at the event?
  o Will you provide tables/chairs and set up, or will the renters have to provide all of that themselves?
  o Do you have extras, such as a carriage, that you can offer?

• What will you charge? How much do you need for a damage deposit?

• How will you keep rentals from interfering with regular visitor hours?

• Is your insurance adequate for renting out your facility?

• Do you have an attorney who can assist with the language in your rental agreement?

Mahaffie sends staff to bridal shows, but also relies on word of mouth and social media. Alexis suggested sending cards on the first anniversary of couples who used your site for their weddings to remind them of their happy experience, and possibly to prompt them to come visit, with friends and family, and pay admission to your site.

There was also a suggestion from Beth Carmichael, with St. Joseph CVB, that even if you don’t plan to do Saturday weddings, for example, because that would cut into your regular hours, that you could offer to allow a Friday evening rehearsal dinner after hours.
StEPs manual. Cheryl Collins, Riley County Historical Society, gave a presentation about the American Association for State and Local History StEPs program – Standards and Excellence Program for History Organizations – at our May partnership meeting, at the Tonganoxie Historical Society Museum.

It seems that someone accidentally took home Cheryl’s StEPs workbook (spiral bound with a cover like the one pictured here). If you find the workbook among the things you brought home with you after the May meeting, please contact FFNHA staff, or Cheryl, to return it.

Thanks!
Managing Director’s report. Julie McPike reported that she and other representatives of national heritage areas who visited with legislators in Washington, DC, got funding for fiscal year 2017 restored. But it is still very important to let your congressmen and senators know that you would like them to do more.

The message that is carried by us, and all of you, to Congress is making an impact. Please continue to let your senators and representatives know about funding issues, the importance of historical sites, partnerships, and FFNHA. Thank you for sending letters and news releases about Interpretive Grants you receive and how they make a difference.

It is not only heritage areas that are in danger of defunding, as the Institute of Museum and Library Services, Brand USA international tourism marketing organization, National Endowment for the Arts, National Endowment for Humanities, Public Broadcasting and other organizations that national heritage areas partner with are facing the same funding issues. Let Congress know that these organizations also matter.

You can go online at www.freedomsfrontier.org and click on the large button that says “Show Your Support” to find out how to request that your representation in Washington, DC support robust funding for heritage areas and their partners.

Representatives Jenkins and Marshall in Kansas have signed on as sponsors of HR1002. Representative Cleaver in Missouri has supported it in the past. Anyone who would like to take advantage of the August recess to help showcase the heritage area should contact Julie. She can provide information on how to ask for robust funding heritage areas in the 2018 budget, and sponsorship for HR1002.

You can also get information on HR1002 by clicking on the button (at right) on the front page of our website, or ask at jmcpike@freedomsfrontier.org.
**Executive Director’s report.** Jim Ogle said that FFNHA has developed a traveling showcase about the heritage area and its partners. We connect you – individual partner sites – with your representatives and senators.

We hosted Representative Jenkins at an event at the Carnegie Building, and Representative Yoder at the Quindaro Underground Railroad Museum/Community Center. Representative Jenkins said she had never fully appreciated the impact that national heritage areas and our historic sites and other partners make with programs until she experienced the showcase.

Yoder read in the newspaper about our project to elevate the Quindaro Township Ruins to National Historic Landmark status, and wanted to know more. It put us on his radar, and he asked his staff to get him information. We were able to get him to visit Quindaro, and talk to several partners about the projects they are doing. The Unified Government of Wyandotte County, Kansas City, Kansas, volunteer organizations, and various partner programs were featured at the community center.

Representative Yoder has asked for a walking tour of the Quindaro Ruins, so we will be working with his staff, and Quindaro to coordinate that. He wrote a letter of support for the Quindaro grant from the Kansas Historical Society.

This is a model that works. In August, we’ll be working with the Missouri electeds to do this type of outreach, and schedule events to educate and inform them about FFNHA and partners. If your Missouri site would like to host your senator or representative, or be involved in a showcase event, contact Julie McPike.
**Education and Interpretation Manager’s report.** This will be **Liz Hobson’s** final meeting as the full-time Education and Interpretation Manager for FFNHA. She is moving to Boise, Idaho, where her husband Jeff has taken a transfer.

Liz will continue to work for FFNHA as a contract worker, with the title of Special Projects Coordinator, managing Interpretive Grants, and other ongoing project through at least December. You can contact her with your questions on projects she is assisting you with. She will have the same phone numbers, and email address.

Liz reminded partners that FFNHA is cosponsoring the American Association for State and Local History seminar, *Reinventing the Historic House Museum*, at Alexander Majors Barn, Thursday, October 5, 2017. The seminar is $30 per person. Register by clicking on the button on the FFNHA website front page. Several partners who took this seminar with FFNHA Professional Development Grants, recommend it.

Right after our last partner meeting in May, we attended the grant hearing for the Quindaro National Historic Landmark status project. The grant review committee was impressed with the number of project supporters who were there – about 20. We learned that our project was the first priority, statewide. We were granted $20,000 to hire a consultant to complete the work to elevate Quindaro to a National Historic Landmark.

We also received a grant from the Kansas Humanities Council to hire an intern to continue the work on the Quindaro Oral History Project.

The Quindaro Symposium is scheduled for April 20-21, 2018. FFNHA staff, UMKC professor Diane Mutti-Burke, Jason Roe from the Kansas City Public Library, and the Kansas Humanities Council will be involved in this symposium.
**Signage Report.** Signage Coordinator Doug Pickert was not able to attend this meeting, so Managing Director Julie McPike reported in his place that FFNHA is still working on three levels of heritage area signage: federal and state highway signs, directional signs, and partnership signs.

Having signage throughout the heritage area will help people understand the connections between partner sites and FFNHA.

Signs are going up in state parks in Missouri. The photo at right shows directional signage at Battle of Island Mound State Historic Site. Signs are also going up in Butler, Missouri.

The Kansas signage pilot site, Olathe, is still working on details for directional sign installation. The plan has been slightly scaled back because the City of Olathe gets many requests for signage, and needs to balance those requests.

Missouri highway signs will feature the National Park Service arrowhead logo. We plan to invite elected officials to see the first Missouri highway signs to commemorate their installation.

Doug is still working with K-DOT on the same look for Kansas highway signs. Both K-DOT and FFNHA have asked for the Federal Highway Administration to make a ruling about the arrowhead logo for Kansas signs.

Doug has some of the standard partner signs in stock, as well as window clings, and can get them delivered fairly quickly. Contact Doug with your FFNHA signage needs. He can also arrange for custom sizes of signs.
Communications and Marketing Manager’s report. Sonia Smith, Alexis Woodall with Mahaffie, and volunteers will distribute FFNHA maps, and partner fliers and brochures to families attending the U.S.A. Track and Field Junior Olympics at Rock Chalk Park in Lawrence, Kansas, July 23-30, 2017. FFNHA’s day in the Destination Management Organization tent is Wednesday, July 26, 2-6 p.m.

Be sure to look at the Monday Minute each week for the #FreedomsFrontierFridays topic. In Monday Minute we’ll announce Friday hashtag topic. On Friday, join in! Use the hashtag on Facebook post, Twitter (or any other place where you might use a hashtag) and let us know what you’re doing that corresponds with the topic. Include the hashtag #FreedomsFrontierFridays, and help us promote heritage area sites and things to do.

Around 8,000 families will travel to Freedom’s Frontier from across the nation. Your site is on the way here from somewhere! We’ll hand out maps and provide information about partner sites during the USATF Junior Olympics.
Mural Artist’s presentation. Sam Welty, visiting from Virginia Beach, Virginia, came to talk “not about art, but storytelling.”

He said that his interest is in helping organizations to tell the stories of their communities in ways that draw attention. His larger-than-life murals not only tell local stories, but in the case of the one featured at right, gave the city an incentive to make sure the building was art-ready – repaired and primed for painting – and to resurface and paint the adjacent parking lot.

If you have an interest in murals in your community, you can help Sam, or other muralists, by figuring out where there is a blank wall suitable for a mural. What story should be told there? What needs to be done to the wall to make sure it is ready to paint? How much will it cost to have it ready? Are there grants available to help cover costs? Can you find sponsors to assist with the costs of the work?

Murals that tell your community’s stories can help to beautify your downtown, as well as give tourists another reason to be downtown, spending time at your historic site to get more of the story.

Contact Sam, and see other examples of his work, at: www.samwelty.com. Or call him at (757) 692-9845, or email him at info@samwelty.com.
Partnership Coordinator’s report. Adam Newhard reported that, at last count, FFNHA had about 220 partners, which includes partners that have recently signed pledges: The Nelson Atkins Museum of Art, the Day Cabin, and Connecting for Good.

Connecting for Good is one of a growing number of partners that are capacity building organizations. Connecting for Good has a mission of providing digital resources to those who don't have them. They have expertise that FFNHA doesn't have in this area.

The Front Porch Alliance, and Bridging the Gap are also capacity building organizations. The Front Porch Alliance works within Kansas City's Urban Core to educate youths with learning needs. Bridging the Gap’s mission is sustainability in Kansas City through connecting the environment, economy, and community.

By signing these capacity building organizations on as partners, FFNHA makes connections that may someday lead to grant partnerships, joint projects and more.

Adam also updated the group at this meeting on the Endangered Sites list he is compiling. These are sites that may be of great importance to telling the story of a community, but that are not being taken care of properly.

Adam is looking at the sites that the State Historic Preservation Offices have identified as the top endangered sites in Kansas and Missouri, and also relying on partners to help identify the sites in the greatest need of preservation. If you have suggestions for sites to place on the list, let Adam know.

As opportunities arise to work to save these sites, we’ll know where the needs are.
**Microsites and online promotions.** Adam Newhard and Sonia Smith gave a presentation about managing your FFNHA partner microsite. If you aren't familiar with the microsites, they are the listings under the “Places to See” tab at [www.freedomsfrontier.org](http://www.freedomsfrontier.org), and provide individual partner sites a web presence on the FFNHA webpage. If you don't know the log in information to the microsite for your location, or don't yet have a microsite, but want one, contact Adam. He can assist you with creating a password, gathering the information needed to populate your microsite, and instructions for updating it. He and Sonia are also working on a video to present this information.

Our microsites get visited by people wanting information about the heritage area. Those microsites with robust information seem to rank higher on the top ten list (which you can find here: [http://freedomsfrontier.org/Visitors/Places-To-See/](http://freedomsfrontier.org/Visitors/Places-To-See/)).

Microsites which have multiply pictures, audio or video, pdfs of fliers, brochures, or copies of historic documents, comments and stories, calendar listings, and complete listings of amenities are the microsites that are most likely to make the top sites list.

Sonia suggested three easy ways to use the FFNHA calendar to begin making your microsite more robust: make sure your events are on the FFNHA calendar, and make sure when entering those events, you check the box for the story the event aligns with (if applicable), and check the box for your location. Also, when entering the address of your site, click on the button that says “Get Coordinates”, which allows people to get directions to your event.

*(Continued on next page.)*
Microsites and online promotions continued. Sonia or Adam can walk you through the form for calendar entries.

Submitting an event to the calendar does not require you to log in. Anyone can add an event. Because that leaves us open to spammers, staff must “release” events added without a log in so that we keep bogus events off our calendar. If you submit events to the calendar without logging in, please contact Sonia or Adam and let them know so they can log in and release your events.

If you would like FFNHA staff to put your events on our calendar for you, contact Sonia or Adam with the details of your event(s).

FFNHA staff created a brief instruction page for updating your microsite. If you need a copy of the instructions, let Sonia or Adam know. They are available to work with you to update your microsite, either by walking you through it, or updating it for you.

The picture at rights shows a list of features and amenities for microsites. If your microsite doesn’t list all of the things that it should, contact Adam or Sonia for assistance in updating it.

If you have seasonal hours that change, make sure that your current hours are listed on your microsite. And if the photos or description haven’t changed since staff created your microsite, think about updating those things as well. Staff often pull information from your webpage when building your microsite. You know far better than we do what information should be featured. Help us improve your microsite!

(Continued on next page.)

When you are logged in on your microsite page, there is a list that asks for the “Type of Story”, “Type of Location”, and “Location Features”. Checking the boxes makes these features show up next to your hours on the microsite for the public to see. It also helps sort your site by category when someone is looking for a specific type of location to visit. If your microsite doesn’t show all of the features you would like to see there, contact Sonia or Adam for assistance in updating it.
**Microsites and online promotions continued.** Why is it important to have robust microsites on our webpage? We have noticed that some sites have recently dropped their costly webpages in favor of using Facebook. The microsites give all partners with “Places to See” the opportunity to have a webpage on our page.

In our social media campaigns we use our Facebook, Twitter, and Instagram to connect our friends and followers to partner microsites. The more information you have there, the greater chance that visitors to the online site will visit you in person.

As we investigate opportunities to connect our website to travel apps, it is also important that the information we provide to travelers is up-to-date, and accurate.

Adam reported that going forward, staff will be creating an awards policy to recognize the microsites that are the most robust, get visitors, and show the most improvement over time. Partners will be recognized for their microsites at the annual luncheon meeting. As the details are finalized, we will roll out the program.

Adam and Sonia realize that this is a lot of information to take in, and it involves using webpage forms that can be confusing. Please contact them for any assistance you may need, and let them know how they can help! They want to hear your questions so they can work to streamline the microsite process.
Save the Date

**Tuesday, August 1** – Deadline for Interpretive Grant consultation. Interpretive Grant applications due **Tuesday, August 15**. Ask [Liz Hobson](mailto:lizhobson@freedomsfrontier.org) your Interpretive Grant questions.

**Wednesday, August 9** – FFNHA Board of Trustees Meeting, [Kansas City Museum](http://www.kansascitymuseum.org), 3218 Gladstone Blvd, Kansas City MO

**Tuesday, August 15** – Deadline for Professional Development applications.

**Saturday, August 19** – Genealogy and History Fair, a multi-county and community event organized by Riley County Genealogical Society, and Riley County Historical Museum; 10 a.m.-3 p.m., Pottorf Hall, CICO Park, Manhattan, KS

**Thursday, September 14** – Partner Meeting, [Mahaffie Stagecoach Stop & Farm Historic Site](http://www.mahaffie.org), 1200 Kansas City Road, Olathe, Kansas. If you have questions, contact Partnership Coordinator [Adam Newhard](mailto:anewhard@freedomsfrontier.org) at anewhard@freedomsfrontier.org.

Check our calendar for more upcoming events – and add yours!

[www.freedomsfrontier.org](http://www.freedomsfrontier.org)
From left: Liz, Doug, Jim, Julie, Sonia, Adam and Johnny.

Find our contact information online at: www.freedomsfrontier.org/pages/Contact, and on our Facebook page at: http://bit.ly/2rMGOZx.

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