

Oregon Historical Marker Committee
Meeting Minutes
Oregon Travel Information Council, Salem Oregon
Tuesday, February 1, 2011

Committee Participants:

Marc Berg
David Bogan
George Forbes
Clark Niewendorp

Bill Failing
Robert Keeler
Marty Klug

Beverly Vogt
Clark Niewendorp
Richard Engeman

Absent:

Wayne Sharp

Tom Loun

Staff Participants:

Annie Von Domitz

Madeline MacGregor

Tracie Gibson

1) Call to order

Bob Keeler called the meeting to order at 9:30 AM.

2) Approval of November 2, 2010 Minutes

Richard Engeman moved that the minutes be approved. Bev Vogt seconded the motion. The motion passed with no dissenting votes.

3) Council Report

George Forbes reported that TIC celebrated their first year managing rest areas on a positive note. Collaboration with other agencies, organizations, and law enforcement made it possible to accomplish major goals. Forbes stated that the 2011 Legislative Session has begun and that there are bills that will affect TIC if passed. He also informed the committee the next Council Meeting will be held in Salem on February 24th & 25th. It was reported that the branding will include a name change and will be presented in a soft launch at the Legislative Reception scheduled for February 24rd, 2011. The 2nd Quarter meeting will be on April 7th & 8th, coinciding with the Oregon Heritage Commission Annual Conference in Astoria.

4) TIC Heritage Website

Annie von Domitz introduced Madeline MacGregor, Chief Creative Strategist, to the Committee. MacGregor spoke about her role in the upgrades to the Heritage website for each of the Heritage programs, and how she would like to raise public awareness. This will be done through the use of Facebook, Twitter, blogs, weekly rotating articles to the legislation and customer's that have subscribed to TIC's listserv. MacGregor then asked the committee what would be the top five things that they would like to see on their website, and if members would be willing to write about the markers (approximately 200 words per article) and to submit quality photo's that can be displayed on the site. Bev Vogt would like to see a mini-site that possibly contains video, short interviews and links to the markers, Bob Keeler also supported the idea of interviews with video. Clark Niewendorp stated that the maps with the markers were important to keep on the website. MacGregor explained how Quick Response tags are a type of barcode that can be imbedded or applied to anything (stickers, t-shirts, paintings). An

individual will take a picture of the barcode with a "smart" device that will automatically link to information, maps and/or pictures you have provided. A mobile website was also discussed. Committee members were asked to brainstorm ways to get the word out, explore new resources with-in their environments and organizations that may have related websites or stories that we could use on our website. Bob Keeler told the committee that Clackamas Community College has a newer Digital Media Program, and he will speak to the department regarding a possible internship to assist with this task. The committee was requested to send any ideas or leads to MacGregor. MacGregor estimated that it will take six months to implement the new website for the Heritage programs.

5) Restoration/Replacement Projects

- a. Text Review for entire program- Annie von Domitz stated that she has received three of the assigned packets back from committee members. David Bogan is having staff at Parks Department review all of the markers and will submit them to Annie when they are finished. Von Domitz proposed that when all of the language reviews were submitted a sub-committee consisting of David Bogan, George Forbes, Bob Keeler and Bev Vogt (as alternate and rating of geological markers), will prioritize the markers and send recommendations to Annie von Domitz who will present the recommendations to the committee at the May meeting.
- b. Jedediah Smith- Annie told the committee that restoration needed to start soon, and inquired if the committee was interested in changing to a new marker creating a new panel. The committee felt it would be good to change this marker.
- c. Oregon Coast Indians Marker- Annie von Domitz stated that this marker has been removed by the TIC sign crew and replaced with a "Historical Marker is under review" sign until revisions have been made. It was also reported that the pullout had been redone and that it would be a great location for the marker. Richard Engeman asked if there was a possibility of not replacing the Oregon Coast Indians Marker, but rather to place a Regional Marker for the Oregon coast without offending the tribes.

6) New Marker Projects

- a. Regional Markers
 1. Central Coast- The committee and Yachats State Park Manager, Denise, would like to place the Central Coast marker in Yachats Park, possibly located by the parking lot. If the cost goes too high in front of City Hall may be an alternative location.
 2. Southern Oregon Coast- The committee discussed possible locations including Florence, Coos Bay, and Simpson Park. Robert Keeler expressed concern regarding Florence not being in the Southern Oregon Coast region, but actually being in the Central Oregon Coast region.

David Bogan would like the "welcome panel" on the marker not to say "Southern Oregon Coast" but to say "Oregon Coast" Annie von Domitz is to speak to the tribe to find out how they feel about the language and possible move.

7) Old Business

Main Street Program- Annie stated that she had left voice mail messages, and was waiting on a return call to discuss partnership opportunities between the marker program and the Main Street Program.

Funding for marker renovations- Annie told the committee that in the past that funding had been available for markers that regarded historical trails. David Bogan stated that it would possibly be a good time to approach National Parks due to them introducing new designated trails in June.

8) Committee member reports/New Business

- a. Volunteer Report- Annie von Domitz reported for Wayne Sharp, who was unable to attend, that the Salemtowne group had worked with SeaReach and changed the backing on the markers to aluminum to help withstand the elements. The volunteers have replaced the backing on older signs and are aware of how to install the new backing. David Bogan inquired how many signs were old and needing replaced. Annie von Domitz informed the committee that there were ten currently, that the marker at Baldock was holding up. Wayne and Annie went to champoeg Park to discuss repairs needed on the Champoeg Historical Marker. The park manager offered to order log posts for the Champoeg marker site.
- b. New Business- Annie von Domitz reported that the Oregon Heritage Commission will hold its annual conference April 7th & 8th, in Astoria. There is a link to the registration at www.oregon.gov/OPRD/HCD/OHC/Conference.shtml. Von Domitz has been invited to give a short presentation at the OHC conference regarding the audio tour and QR tag projects; she will email the date/time to the committee.

8) 2010 Meeting Schedule

May 2011: Tentative Yachats, coinciding with the marker installation

August 2011: Wallowa Lake, 2 night field trip

November 2011: Oregon Historical Society, Portland, OR

Adjournment:

Bob Keeler adjourned the committee meeting at 11:23.