



# **Freedom's Frontier National Heritage Area**

**Thursday, February 9, 2012  
Partnership Team Meeting  
Fort Leavenworth, Kansas**

The February 9, 2012, Freedom's Frontier Partnership Team Meeting was held at Frontier Army Museum in Fort Leavenworth, Kansas.

George Marcec, Fort Leavenworth Office of Public Affairs, welcomed attendees to the Fort and George Moore, Frontier Army Museum, welcomed attendees to the museum.



# Meeting Agenda

**Welcome**

**Reports & Updates**

**Shared Stories of the Civil War**

**Partnering with Libraries**

**FFNHA Logo Usage**

**Cell Tours or Smart Phone Apps?**

**Tour**

Alexis Woodall, FFNHA Partnership Chair, led attendees in introductions. She reminded them of the Partner Pledge and feedback forms and that the video and management plan were for sale.

- **Advisory Committee**
- **Board of Trustees**
- **Tacha Freedom Award**
- **NPS Report**

There is no report from the Advisory Committee. They will meet briefly at lunch.

The Board of Trustees Executive Committee met on January 26. They reviewed the Tacha Freedom Award. McPike also reported that interviews are being held for the Executive Director position.

The Board of Trustees has raised funds to present an annual Tacha Freedom Award. This award will recognize outstanding original research that relate to the Freedom's Frontier themes by high school students. This award asks partners to solicit submissions and choose the best for the overall prize. It is an opportunity to capacity build within your community. Rules will be distributed in spring. Bill Wagnon and Michelle Martin expressed that the Board should consider asking for a spring submission date to coincide more closely with History Day.

NPS Report: FY12 budget for heritage areas has been finalized. We expect \$295,000 for FY12. This money must be matched by the state, local & private funds. Sonia Smith has pledge forms and funds can be donate online.

- **Conferences**
- **Visitor Survey**

The National Conference of History Educators meeting will be held in Kansas City, March 22-24. It is estimated 600 history teachers will attend. If you have information about events or educational programs at your site, please get that to the office before March 22. If you wish to contribute something to the Freedom's Frontier door prize, please contact Sonia Smith at [ssmith@freedomfrontier.org](mailto:ssmith@freedomfrontier.org).

Sonia Smith and Alana Smith, Westport Historical Society, will present about how museums/historic sites/historical societies and libraries can partner at the upcoming Kansas Libraries Association Conference April 11-13 in Wichita.

Liz Smith spoke about the upcoming National Council of Public History/Organization of American Historians Annual Meeting. Smith and Julie McPike will do a poster session on Freedom's Frontier's partners. Smith and McPike distributed surveys to help with their research for the poster session. The Annual Meeting is April 18-21 in Milwaukee.

McPike asked for volunteers for the 2012 FFNHA Visitor Survey. Volunteering sites will collect up to 100 surveys from volunteers during 2012. This information will be compiled and compared to a more limited 2008 survey and will help us to establish benchmarks for the heritage area.

- **Updates**
  - **Interpretive Grants**
  - **AASLH StEPs Grants**
  - **Calendar**
  - **ABPP Grant**
  - **Signage Study**
  - **Book Club**

Sonia Smith reminded partners about Interpretive Grants. Several organizations have contacted the office for a pre-application consultation for the first round of applications. The next due date is May 1 for consultations and May 15 for applications. Grants are also available to defray the cost of enrolling in the American Association of State and Local History (AASLH) Standards and Excellence Program for History Organizations (StEPs).

Julie McPike reminded FFNHA partners to use the calendar to help promote events. Attendees also discussed using the calendar for scheduling events.

McPike informed attendees that the ABPP Grant project for the Lone Jack Battlefield Preservation Plan is moving along. Thomason & Associates of Nashville has been selected to complete the preservation plan. A public meeting is scheduled for February 28 at 6:30 at the Lone Jack City Hall. McPike encouraged those interested in Lone Jack or in preservation planning to attend.

McPike reported that Phase I of a Signage Study will begin with Frank Weatherford of Transystems, Inc. pulling together a plan and design for gateway and directional signage.

FFNHA Book Club is reading *Moon over Manifest* by Claire Vanderpool. Book Club will meet virtually via Skype on March 15 at 5:30 to discuss the book. For questions contact [esmith@olatheks.org](mailto:esmith@olatheks.org) or [jmcpike@freedomfrontier.org](mailto:jmcpike@freedomfrontier.org).



Julie Mulvihill explained about the Shared Stories of the Civil War program and its goal to tell the stories of how we fit together through the voices of history.

Mulvihill reported that the Kansas Humanities Council, in partnership with the Freedom's Frontier National Heritage Area, is offering the opportunity to help your organization host a "Shared Stories of the Civil War" reader's theater event in 2012. Here's how:

1. Decide on a time, date, and location to hold the event.
2. Choose your "Shared Stories" topic located on the following attachments.
3. Fill out the booking form and submit to the Kansas Humanities Council.
4. The Kansas Humanities Council will find you a discussion leader and confirm your date, time, and location with this person.
5. KHC will confirm your booking request and send you copies of the Shared Stories scripts and other supporting materials.
6. You will serve as the local host. This includes finding readers, publicizing the event, and setting up the room.
7. KHC will pay honorarium and travel for the discussion leader.



In April, FFNHA's Sonia Smith and Alana Smith, Director of the Westport Historical Society, will be presenting a session at the annual Kansas Library Association conference in Wichita (I Geek Kansas Libraries! April 11-13). Their presentation is titled "Telling the Story of Freedom's Frontier: Collaborative Opportunities," and is one of three sessions concerning different aspects of this topic.

The other two presentations are: "Communities of Collaboration: The Franklin County Digital Repository Deborah Barker, Director of the Franklin County Historical Society" and "La Cygne Library Geeks History and Your Library Could Too!" Sonia has e-mailed librarian Janet Reynolds to talk about ways they could cross-promote their sessions with handouts, but has not yet received an answer.

The conference title comes from a national campaign, "Geek the Library," designed to raise public awareness of the value of library services, and the need for funding to support those services, <http://geekthelibrary.org/>.

To assist in preparing the conference presentation, Sonia asked the partners present at the meeting to answer several questions:



## Partnering with Libraries: Kansas Libraries Association Conference

**Sonia Smith, Freedom's Frontier National  
Heritage Area**

What are ways that your organization has successfully partnered with the public library?

Steve Nowak, Watkins Museum, said that the museum has partnered with Lawrence Public Library on a history event. Because both organizations were promoting the event, notices about it went to a broader public.

Watkins also has worked with the Lawrence Public Library to put together a list for genealogical resources at each location, and contact information.

Deb Barker said that the Ottawa Library presents a seasonal storytime at the Old Depot Museum. Library staff reads *The Polar Express* at the Depot, which brings children and their parents into the museum, and provides the opportunity for them to learn more about trains and the role the railroad played in local history.

Franklin County Historical Society has also held training for Ottawa Library staff on where to find research resources in the Records Center.

If you don't partner with your local library, why not?

Reluctance on the library's part to partner with us.

The library's desire to only offer balanced programming.

The potential for controversy—the library wants to keep all patrons happy.

The "library hierarchy" and the inability to connect with the right person.

Keeping the peace—trying not to create an adversarial relationship with library.





## Partnering with Libraries: Kansas Libraries Association Conference

**Sonia Smith, Freedom's Frontier National  
Heritage Area**

### What can the library bring to collaborative partnerships?

Provide bibliographies (for various age groups) of books/materials that support the FFNHA themes and local stories.

Help us understand the structure of the library and connect us with the right person to work with.

Bring the library outside of the walls to our location—do outreach that supports our programs.

Tell us what we can do for you!

If you have a history-related program at the library, do you have a facilitator? Can we help provide one?

How can we work with you to provide genealogical information for our public?

### What can FFNHA and its partners bring to collaborative partnerships

Provide a “real” experience to complement the stories in books (have a book discussion in a location that ties the story to where the history happened; show artifacts that bring the story to life at our location, or as outreach at the library; teach participants how to make a craft; etc.)

Provide authenticity to stories from books, and foster imagination.

Cross-promote library programs that support our stories, themes, and exhibits.

Share in programming ideas, suggest performers, reenactors, and speakers.

Broaden the possibilities for programming through our relationships with partners throughout the heritage area, in Kansas and Missouri.

Work with libraries to create lists to put bibliographies in our locations encouraging our visitors to “read more about it.”



Bill Fischer: The Civil War Encampment at Fort Scott National Historic Site will be April 14-15.

Deb Barker: The Bleeding Kansas Lecture Series is every February Sunday at 2 at Constitution Hall State Historic Site in Lecompton. Deb will be presenting on Perry Fuller on February 19.

Peggy Buhr: Tom Rafiner, author of *Caught Between Three Fires* about the families of Cass County MO during Order Number 11, will be at the Bates County Museum on April 28 at 10 AM to share his current research on Bates County.

Pat Gradwohl: Lee Ward will present on Historic Funerals and Burials for Slaves at the Clay County Museum on February 23 at 7:00.

Julie McPike: Remember that people from the office can be scheduled for outreach events or you can use the video and power point to present to groups about Freedom's Frontier.

Michelle Martin: The yearly schedule of events for Little House on the Prairie Museum is available in a poster format. Please take a copy back to your site to post.

Liz Smith: Mahaffie will host a Border War Showcase at Mahaffie Stagecoach Stop and Farm on July 12. If you're interested in exhibiting, please contact Liz.



Julie McPike: FFNHA has placed spots on KPR to raise awareness of Freedom's Frontier. We are still working with KCUR to get spots there.

Carol Olson: The Civil War Round Table of Western Missouri is compiling a second edition of their Civil War Monuments book. The second edition will not be limited to the Kansas City metro area but will be more regional. Please send photos and information about monuments you know of to the Civil War Round Table of Western Missouri.

Julie McPike: The Lone Jack Civil War Sesquicentennial Commemoration and Reenactment will take place August 18-19. More information is at <http://www.lonejackbattle150.org/>. The Lone Jack Historical Society has recently purchased the Cave House Hotel property and are currently fundraising to secure the property. More information is at <http://www.historiclonejack.org>.

Peggy: The Sesquicentennial Commemoration of the Battle of Island Mound and the Dedication of the newest Missouri Department of Natural Resources State Historic Site will take place on October 27-28.



# Logo Usage Policy

## For Website and Printed Material

### Who can use?

- **Partner (in 41 counties, letter of commitment, partner pledge, mutual interest, microsite if you're a historic site or museum, promote FFNHA, help foster an understanding of region)**

The full logo use policy is available online at  
<http://www.freedomsfrontier.org/uploads/resources/Logo%20Usage.pdf>.



# Logo Usage Policy

## Process

- **Contact office for logo**
- **Website: Must link to FFNHA website**
- **Printed Material: Get approval from office.**



# Tour Project

## Goals

- **To unify Freedom's Frontier through product development**
- **To engage visitors and promote sites**
- **To tell the larger story so sites can tie into that and focus on what makes them unique**
- **To tell stories that tie sites together**

McPike discussed the evolution of the idea of a tour project with the goals above.

## What are your Goals?

Partners added the following ideas about goals that would motivate their participation:

- Increase exposure of site
- Share information
- Create synergy
- Generate enthusiasm
- Draw bigger audience (from wider geographic region)
- Help front line staff with cross-promotion
- Provide context for stories
- Help draw local audience
- Expand beyond brick-and-mortar site
- Reach out to teachers, students & parents

## Opportunities

- **85% of Americans own a cell phone and about 1/3 of those who do not live with someone who does.**
- **35% of Americans own a smart phone.**
- **65% of Americans (18-46) own MP3 player.**
- **5% of Americans own tablets/e-readers**

\*2011 statistics



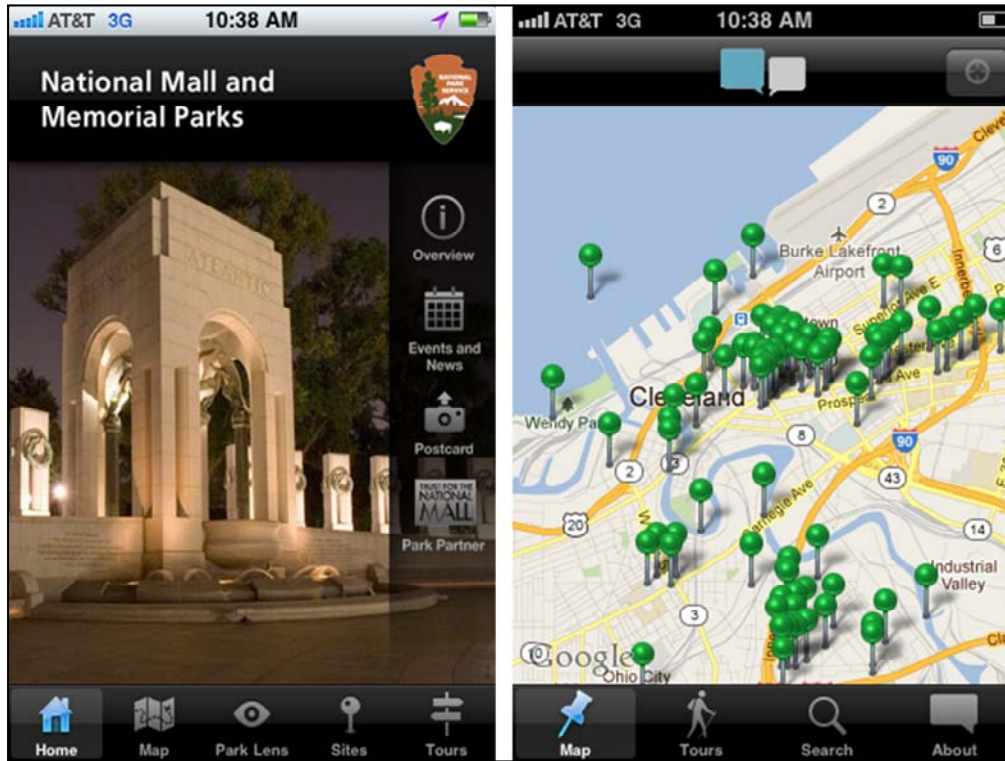


# Tour Project

## **Opportunities**

- **Call-in tour**
- **Text-based tour**
- **Downloadable audio/video podcasts**
- **Smart Phone App**
- **Printed Material**

McPike discussed each of the following options for a tour project.



McPike demonstrated how two heritage-based tourism apps work, using the NPS's National Mall and Memorial Parks and Cleveland Historical as examples.

Features include maps, pre-determined tours, site information (including narrative, video, audio, photographs), augmented reality, and personalized tour builders.

**What features do we most need?**

**What features would be nice?**

**How can we adapt to reach multiple levels of tech-savvy individuals?**

Partners shared the following questions and thoughts.

- Will this cut down on our attendance? How can we convert interest in a virtual visit to an actual visit or a donation?
- We will participate but currently we don't have any technology-based exhibitory. We feel it is better to have no tech than bad/outdated tech.
- Some of the area is rural and has several dead zones. Do we need options to accommodate that?
- We can look at this as a way to build capacity within our own communities. Get our chambers behind us.
- We should start with the basics, keep it simple and manageable at first and build from there.



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**Meeting Attendees:**

Connie Banwart, Fort Scott	Julie Mulvihill, KHC
Deborah Barker, Franklin Co.	Liz Murphy, Clay & Ray Co. MO
Peggy Buhr, Bates Co.	John Nichols, Franklin Co.
Bertha Cameron, Monticello	Regina Nicol, KS
Peggy Clark, Osage Co.	Steve Nowak, Lawrence
Cheryl Collins, Riley Co.	Carol Olson, Clay Co. MO
Jan Coykendall, Humboldt	Steve Olson, Clay Co. MO
Marilyn Davis, Humboldt	Jeff Quigley, Black Jack
Jan English, KCK	Kathy Quigley, Black Jack
Bill Fischer, Fort Scott	Eileen Robertson, Humboldt
Pat Gradwohl, Clay Co. MO	Marcia Rozell, Manhattan
Donna Gregory, Bates Co.	Liz Smith, Olathe
Bill Hawkins, Monticello	Luther Smith, KCK
Shera Herman, Gardner	Sonia Smith, FFNHA
Steve Hitchcock, Baldwin City	J.C. Tellefson, Leavenworth
Kay Jones, Lyndon	Bill Wagnon, Topeka
George Marcec, Fort Leavenworth	Jeff Wingo, Fort Leavenworth
Michelle Martin, Independence KS	Alexis Woodall, Olathe
Julie McPike, FFNHA	
George Moore, Fort Leavenworth	