

## 2011 MO CLG Forum

### Group Discussion Summary Notes (1)

Blue Springs, Lee's Summit, Jefferson City, Manchester, Grandview, Lexington, Moberly

Questions #1 and #2 regarding local outreach programs:

Blue Springs: At first we had none. Membership changed. 25-year old pamphlet, new brochure for education and surveys. Need to see what others are doing. Downtown revitalization is beginning with a plan (4 years ago). The problem is "new building" people without historic preservation emphasis. Survey and \$\$ available for the first time.

Lee's Summit: New brochures this past year. Outreach to schools, libraries, etc. Preservation month program with awards. Tour of downtown, cemetery tour.

Jefferson City: Uphill battle—controlled by construction and real estate. First community preservation forum held, heritage ceremony with awards. Historic preservation essay contest for 9-12 grades with cash prizes. HPC will soon have a budget from the city. Also post information on Facebook, historic preservation pages on city government website.

Manchester: No strong "downtown" area; road goes right up to door steps of historic buildings. 2011—getting on a new, better track with budget, education of aldermen. Great Streets Initiative, figuring how to "plug in."

Grandview: Professional consultant has identified historic buildings, worked with businesses and residential (2 yrs); "Harry's Hey Days" – walking tour with walky-talky radios. Better brochures with info on how to use smart-phone technology. Farmers market and music/art days to attract visitors. Suggestion to use geo-tagging/flicker to compare pictures of historic buildings to how it looks today.

Lexington: Small town, lot of historic significance re: Civil War. Shocked at how little most historic preservation groups have/need a loyal few to keep it going. Programs, speakers, tours; growing size of group but many are "from out of town." Need more education for youth, programs, events, awards. Sometimes preservation and tourism compete, need to join together to have unified effort. Preservation should join in other groups. Event planner involved with sesquicentennial; "spiff up" buildings; have little successes one at a time to get community to understand what a unique place it is. Problems, generally—Multiple "boundary lines"; adults don't seem to volunteer; go find youth, church groups, etc.

Moberly: Need collaboration with people—get volunteers; with big population—need to know resources—have factoids (brochures: historical society; Great Train Adventure—website, facebook) Need to find the money—use the city's tourism for money. Need to preach. Make your brochure look better than it actually is. Attract attention. Civil War

1861 train robbery, first train robbery, it is all in advertising/marketing. Dressed up actors give cemetery tours.

Question #3, critical ideas to share:

Marketing/"sell history and preservation/target efforts/infiltrate other groups to get point across/partnering/collaborating

Know/set goals specific to community

Work for "little successes"

Evaluate your efforts

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**2011 MISSOURI CLG FORUM  
Saturday, June 4, 2011, Working Lunch  
JEFFERSON CITY, MISSOURI**

*Betty Bissell—Excelsior Springs, Nigh Johnson—St. Joseph,  
Sonya Morgan—Excelsior Springs, Robert Heggstad—Lexington,  
Gene Royer—Boonville, JoAnn Immele—Grandview*

**DISCUSSION QUESTIONS**

**LOCAL HISTORIC PRESERVATION PROGRAM  
PUBLIC OUTREACH AND EDUCATION EFFORTS**

**1. Explain your community's historic preservation public outreach and education projects and programs. Please show examples of your outreach publications and give the address of your web site(s). Explain the roles of the city/preservation commission and the local nonprofit preservation organization(s) in your community's preservation outreach efforts.**

*Walking tours & podcasts—developing now*

*Title Co & realtors educated on district guidelines and house styles—St. Joseph and Boonville*

*Websites with HP info on community*

*Lexington has a Preservation Day—speaker with lunch & a tour of a home being restored,*

*Heritage homes Tours.*

*Awards given for best rehab/restoration/routine maintenance—St. Joseph*

*City Council gives awards in Boonville.*

**2. What do you feel is your community's most effective method of historic preservation public outreach and education? Why?**

*Elms Hotel/Hall of Waters open to public—Excelsior Springs*

*Katy Bridge in news for destruction, Thespian Hall*

*Heritage Tourism—any structure in the news or used in marketing brochure helps tourism.*

**3. What are three critical ideas that this discussion group wants to share with the other Forum participants? (These discussion group ideas will be compiled, summarized and e-mailed to Forum participants after the Forum.)**

*Begin programs through schools on local community histories*

*Join like-minded groups and “go outside the box” to educate the public*

*Educate local realtors & district legislators about local historic communities*

*Expand communities' hp websites to include all current information.*

Boonville, Independence, Moberly, Liberty, Cottleville

1. Explain your community's historic preservation public outreach and education projects and programs.

Independence ([www.indepmo.org](http://www.indepmo.org))

Historic Preservation Month activities – Proclamation and H.P. awards – invite lots of people to fill council chambers in support of preservation

Quarterly Newsletter

Website

Tourism Programs – City-owned historic sites

Holiday Party for volunteers and staff of historic sites

History re-enactors for school programs

Career day – introduce kids to jobs in history and preservation

Lexington

Preservation Day: history lectures and lunch

Civil War re-enactors

Historic Homes Tours

Moberly

Liaise with county and other cities, share information and calendar events

Liberty ([www.ci.liberty.mo.us](http://www.ci.liberty.mo.us))

Monthly walking tours and history seminars

Educational workshops

E-mail newsletters

Third grade tours of Liberty Square Historic District

Cottleville ([www.cityofcottleville.com](http://www.cityofcottleville.com))

Facebook

Music events at log cabin

3. Three critical ideas:

Focus on what you have

Use outreach to connect with audience in a positive way

Be patient – times and attitudes change