

**COSTEP MA
Meeting**

Thursday, January 19, 2012
10:00 am – 12:00 noon

Massachusetts State Archives
220 Morrissey Blvd.
Boston, MA 02125

Agenda

- Call to order and welcome
- Approval of Minutes
- Presentation:
- Update on HMGP Grant
- National Disaster Recovery Framework
- Discussion of meeting locations and impact on attendance
- Outreach
 - *Connections for outreach to corporations*
 - *Promotional DVD*
 - *Branding/Tag line development*
- Other Business

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Attendance:

Angelina Altobellis (NEDCC); Martha Clark (MA Archives); Michael Comeau (MA Archives – Co-chair); Jennifer Fauxsmith (MA Archives); Lori Foley (Heritage Preservation); Tricia Gilrein (The Bostonian Society); Katherine Griffin (MA Historical Society); Andy Grilz (NEMA); Ben Haavik (Historic New England); Jane Hedberg (Harvard); Jim Igoe (Preservation MA); Erin Kelly (Preservation MA); Jack Krabel (NARA); Diane LeBlanc (NARA); Veronica Martzahl (Tufts DCA – Secretary); Steve Morish (Boston University); Michael Steinitz (MA Historical Commission); Elaine Sudanowicz (Boston OEM); Jack Sullivan (FEMA); Gregor Trinkaus-Randall (MBLC – Co-chair)

Call to order and welcome

Gregor Trinkaus-Randall called the meeting to order at 10:05 a.m. The attendees introduced themselves and gave information on their institutional affiliations.

Approval of Minutes

The minutes were approved with minor clarifications by unanimous consent.

Presentation:

Jim Igoe and Erin Kelly from Preservation Massachusetts and Michael Steinitz from the Massachusetts Historical Commission gave a presentation highlighting their organizations efforts in response to the 2011 Tornado in Western Massachusetts.

Jim and Erin provided a recap of the impact on the tornado and their response as the statewide advocacy committee for historical properties. There was much concern that municipalities would take the destruction caused by the tornado as an opportunity to demolish building and that many private owners would not know where to turn. Preservation MA put out call for volunteers and received over 100 responses, many from people with previous disaster response experience). They sponsored two “Ask the Expert” days in Monson and Springfield to bring in people with expertise working with historic properties. These events had relatively low attendance, but an event they held in Springfield in early November to highlight their most endangered properties list was well attended.

This has been a learning process, especially regarding the mobilization of volunteers and working with FEMA, municipalities, and private homeowners.

Jack Sullivan from FEMA spoke briefly on the tensions between the different parties involved in mitigation of funding towards demolition and repair of historic properties.

Michael Steinitz from the Massachusetts Historical Commission provided the following “take aways” from this event:

- Need for planning prior to a disaster
- Integration of disaster planning into historic preservation planning
- Integration of cultural resources into the FEMA process
- A disaster will exasperate currents and relationships underway; bring things to a head
- Historic preservation is not a universally shared value
- Preservationists have a seat at the table, by law – we just need to make ourselves known

The group reiterated the need to continue developing relationships with EMDs and municipal leaders. They also discussed the possibility of approaching the National League of Mayors, the US Conference of Mayors, or the MA Mayors Association to see if they have a committee on historical preservation.

Update on HMGP Grant

Lori Foley has accepted the position of Project Coordinator for a 3 year, \$165,000.00 grant. The official title of the project is “Mitigation for Memory: Safeguarding Massachusetts Cultural Heritage.” The grant runs through August, 2014. Lori outlines the key activities and objectives for the grant, as well as the timeline for completion.

Objective 1:

Host at least 14 community meetings (1 in each regional planning jurisdiction; at least 3 in each of MEMA’s 4 regions)

Action Item: COSTEP MA needs to determine the criteria for selecting community meeting locations and then make these selections.

Deliverables for this objective:

Compile a Community meeting tool kit containing follow-up meeting template; press kit with press releases and COSTEP MA brochure; database of contacts with specialized expertise; Cultural Resources Emergency pocket card; Information packet for local EMD

Objective 2:

Sponsor 6-8 half-day meetings with Regional Planning Advisors (RPAs) The RPAs hold a meeting on the last Friday of the month and Gregor and Lori are scheduled to make an opening presentation.

Deliverable for this objective:

A framework that will serve as a roadmap for mitigation planning for cultural institutions

Objective 3:

Host 4 risk assessment workshops: 1 in each of MEMA's 4 regions

Deliverable for this objective:

4 written reports of the findings from the risk assessment workshop and followup evaluations of all participating institutions.

Timeline discussion

All community meeting toolkit materials need to be developed before meetings can take place. Additionally, we COSTEP MA needs to determine community meeting locations ASAP. The Community Meetings will occur between September 2012 through April 2014.

There is also funding in the grant to make a four minute video.

The Advisory Committee for the grant currently consists of the COSTEP MA Executive Committee, but anyone who would like to be part of this can join the Advisory Committee.

National Disaster Recovery Framework

Lori made the group aware of an upcoming FEMA event on February 2, 2012 for stakeholders in the National Disaster Recovery Framework. At the federal level, cultural resources are part of ESF11 and at times are overlooked within this broad category in the Framework. The event will be at the Tip O'Neil federal building at 10 Causeway Street in Boston from 9:00am to 5:00pm. Registration is through FEMA and Lori will send out information on how to register.

Discussion of meeting locations and impact on attendance

The group was asked to consider meeting location and the impact meeting location has on attendance. We currently meet 6 times a year and while there are advantages to holding the meetings all in one location (MA Archives), we need to consider increasing attendance of representative of Western Massachusetts by holding 1 or 2 meetings outside of Boston.

Outreach

Olivia Melo has volunteered as the chair of the Outreach Committee. She is trying to get us floor space at the exhibit hall at the MA Library Association upcoming meeting.

The group engaged in discussion of the various outreach topics:

Connections for outreach to corporations

While we currently have the FEMA grant funding, we need to consider new ways of supporting COSTEP MA into the future. The discussion originally began with ideas of approaching large corporations for grants or awards, but Jane Hedberg pointed out that smaller organizations, such as the Weissman Preservation Center at Harvard may be willing to make smaller sponsorships for printing brochures and similar projects. The group expressed concern that COSTEP MA does not have the legally standing to pursue significant funding on its own.

Action Item: Create a Task Force to explore how COSTEP MA could accept money and assess the viability of becoming a 501 c 3 non-profit.

Promotional DVD

The following committee formed to begin work on a script for the promotional DVD:

Lori Foley (chair)
Olivia Melo
Jane Hedberg
Michael Comeau (will set up first meeting)
Steve Morash
Diane LeBlanc

The group was asked to consider what institutions we can use for backdrops. Elaine Sudanowicz suggested accessing stock footage from the Tourism Bureau.

The group also discussed possible connections to celebrities and local media personalities that could serve as narrator for the DVD or appear in a segment of the final product.

Branding/Tag line development

Michael Comeau announced a tagline contest with a prize of a \$5 Dunkin Donuts gift card. Entries should be sent to Gregor Trinkaus-Randall or Michael prior to the March 29, 2012 meeting.

Other Business

Gregor informed the group that a Connecting to Collection Implementation Grant has been submitted to IMLS from the MBLC. This proposal would include a wide variety of trainings and workshops focusing collection care physical, collection care digital, disaster preparedness, and advocacy/grants.

The American Library Association Preservation Week is April 22-28, 2012

May Day is May 1, 2012.

Adjournment

The meeting adjourned at 12:00 noon.

Next Meeting

March 29, 2012

10:00 am

Massachusetts Archives

Following Meeting

May 24, 2012