**Agenda**

# **OCTA BOARD OF DIRECTORS ANNUAL MEETING**

# **ELKO NEVADA**

# **SUNDAY, September 12, 2021**

8 AM P.D.T. Call to order LEE BLACK

ADOPT AGENDA LEE BLACK

[MINUTES](#Minutes) APPROVAL – February Zoom Meeting SANDRA WIECHERT

[PRESIDENT’S](#Pres) REPORT LEE BLACK

[ASSOCIATION MANAGER’S](#AM) REPORT TRAVIS BOLEY

[HEADQUARTERS](#HDQ) REPORT KATHY CONWAY

[WESTERN REGION REPRESENTATIVE](#WRR) REPORT ISOBEL LINGENFELTER

[TREASURER’S](#Treas) REPORT JERRY MOGG

[BUDGET](#Budg) COMMITTEE JOHN BRIGGS

[INVESTMENT ADVISORY COMMITTEE](#IAC) DAVE WELCH

[PRESERVATION](#Presv) JOHN WINNER

[PARTNERSHIP](#Ptnr) BILL MARTIN

[MEMBERSHIP](#Mmbrship) DUANE ILES

FUTURE CONVENTIONS T. BOLEY & TOM REA

NATIONAL PARK SERVICE A. MAHR & C. WENDLER

[WEBSITE](#Web) GINA SIFERS

[PUBLICATIONS](#Publ) BILL HILL

NEWS FROM THE PLAINS JAY LAWRENCE

OVERLAND JOURNAL BOB CLARK

[CHAPTER](#Chpt) REPORTS WRITTEN REPORTS

PUBLIC RELATIONS/MARKETING SEE T. BOLEY’S REPORT

[FUNDRAISING](#Fdrg) LEE BLACK

[MAPPING AND MARKING](#MM) DAVE WELCH

[GRAVES AND SITES](#GS) BROWN’S WRITTEN

[ARCHEOLOGY](#Arch) MARY CONRAD’S WRITTEN

AWARDS BLAIR (VERBAL)

[COLLECTIONS](#Coll) M. SMITH’S REPORT

[HALL OF FAME](#HOF) CAMILLE RADFORD

NOMINATION AND LEADERSHIP PAT TRAFFAS (VERBAL)

[COMMITTEE A](#CmA) J COUPAL-SMITH

[COMMITTEE B](#CmB) JOHN BRIGGS [GOVERANCE, POLICIES, STRATEGIC PLAN (BY-LAWS)](#Gov) CAMILLE BRADFORD

EDUCATION AWARDS\* \*SEE PUBLICATION REPORT

[UNFINISHED BUSINESS](#SP) LEE BLACK

NEW BUSINESS LEE BLACK

MOTIONS LEE BLACK

[ANNOUNCEMENTS](#Annc) LEE BLACK

ADJOURNMENT LEE BLACK

**Oregon-California Trails Association**

**Mid-Year Board Meeting, on Zoom**

**February 27, 2021 (****Minutes)**

**Officers present:** Lee Black, President; John Briggs, Vice President/President-elect;

Pat Traffas, Past President; Treasurer, Marvin Burke; Sandra Wiechert, Secretary;

John Winner, National Preservation Officer.

**Absent:** None

**Directors present:** John Briggs, Jean Coupal-Smith,Pat Fletcher, Helen Hankins, Duane Iles, Steve Knight, Matt Mallinson, Bill Martin, Chuck Milliken.

**Absent:** None

**Staff present:** Travis Boley, Association Manager; Kathy Conway, Headquarters Manager; Isobel Lingenfelter, Western Region Representative; Robert Clark, Editor,

*Overland Journal;* Jay Lawrence, Editor, *News from the Plains.*

**Absent:** None

**Chapter Presidents:** Ken Johnston, *California/Nevada;* Camille Bradford, *Colorado/Cherokee;* Steve Allison, Crossroads, Jackie Lewin, *Gateway;* Jerry Eichhorst, *Idaho;* Duane Iles, *KANZA;* Mark Howe, *Southern Trails;* Lila Aamodt, *Trails Head.*

**Absent:**  Harlan Seyfer, *Nebraska;* Sallie Riehl, *Northwest;* Tom Rea, *Wyoming.*

**Others present:** Cecilia Bell, Roger Blair, Gail Carbiener, Robert Clark, Mary Conrad, Paul Dinwiddie, Ginny Dissette, Jim Fazio, James Green, Polly Jackson, Ken Johnston, Gary Kaufman, Aaron Mahr, Bill Martin, Dick & Ruby Nelson, Mike Rogers, Gina Sifers, Phyllis Smith, Marlene Smith-Baranzini, Frank Tortorich, Dick Waugh, David Welch, Carole Wendler, Bill Winn, and probably others.

**Call to Order** President Lee Black called the Mid-Year OCTA Board Meeting to order on Zoom at 9 o’clock am, Feb. 27, 2021. The Secretary called the roll for officers, directors, chapter presidents, and staff. They and all others attending were requested to announce their names whenever they spoke during the meeting.

**Minutes** In the final two paragraphs of the September 18, 2020 Board Meeting Minutes, the words “**mid-year**” should be changed to “**annua**l.” **John Winner moved, Steve Knight seconded that the Minutes be approved as corrected. Motion passed.**

**Presidents Report** Lee Black lamented that during this year of Covid-19, several Charter and Life members had passed away. Still, he was amazed at what all had been accomplished, primarily in fundraising and media growth. He pointed out several committee vacancies: Audit, PR/Marketing, Collections/Libraries, History and Archives, Chapter Oversight-East, and Future Convention Sites. He announced that Steve Knight is the new chairman of Committee C with Helen Hankins and Pat Fletcher helping, and that Bill Martin is now chairman of the Legislative Liaison Committee. **Duane Iles moved, John Briggs seconded to approve Jerry Mogg as the new Audit chairman. The motion passed.**

**Association Manager’s Report** -- Travis Boley reviewed his submitted report with how each statement had supported the new Strategic Plan. In spite of all the Covid-19 pandemic closures and cancelations this past year, $60,000 had still been raised in the summer appeal. A previous Wyoming donor recently had contributed an additional $10,000.

Sam Sullivan, our recent intern, has moved to Boulder CO, but another $10,000 grant will help fund a new intern. Sam along with Gina Sifers of Bella Media had worked to create marketing ads, particularly for goods and services, for the monthly $10,000 worth of free ads OCTA is allowed through Google Grants. The City of Independence had closed the Frontier Museum and store for the pandemic year and will keep it closed for another year, but remains hopeful of opening it again. The 18-35 age group bought abundant merchandise through the online ads and website. The Greg Franzwa books and information on genealogy, graves and sites do particularly well.

--The new *This Day in History* column on our Facebook page is particularly popular.

It is growing rapidly and is heavily used. The Twitter and Instagram media are growing much more slowly.

--On New Year’s Day we launched our YouTube channel with a number of short videos. A new one was launched today, honoring Black History month.

--We have switched platforms from Constant Contact to Mail Chimp for our *E-News* and *News from the Plains*. Subscribers number close to 3,000. Opening rate is 50%-60% well above the industry standard of 20%. All members are asked to subscribe to YouTube. Once 1000 followers are reached, we can start receiving part of the advertising revenue.

--Our relationship with the J. Greg Smith, Inc. is good and growing. Thousands of viewers are using its website and brochures.

--The *Southwest Stories with Steve Brown* video productions are on hold until next autumn, due to Covid-19 shut-downs.

--Travis is in conversations with the Mormon Farmland Reserve and those planning the 2021-22 *Mormon Battalion* re-enactment from Council Bluffs to San Diego. A symposium and mid-year board meeting in San Diego in late January 2022 is being considered.

--*The American Solar Challenge* was pushed forward to 2022, due to Covid-19.

--A 30-kilometer run was held in Independence December 26, resulting in $1500 in donations and memberships. The first 10 kilometers were through and near the Hiram Young Park. An area Rotary club traditionally makes around $400,000 in fundraising projects to support local projects. This year’s donation will support area arts. Travis hopes part of this money can finance bronze sculptures of Young and a covered wagon. Possibly this would be a recruiting tool.

--Audrey Elder has written an article on Oregon’s Black Pioneers.

--Missouri now has a bike race known as *the Butterfield 60* in its southwest communities.

--May 8 will be the late President Harry Truman’s birthday. Travis reminded us of the new bridge leading to the Truman Library, featuring Oregon Trail history on one side, Truman history on the other.

--Travis has met with the St. Joseph CVB director and some Gateway chapter members. MoDOT is working on plans for an I-229 riverfront project. As a result of last year’s *charette*, the Pony Express Museum has installed a new sign. Another result of the *charette* was the partnership developed with the St. Joseph community, Gateway, OCTA, and the NPS National Trails Office. Their plan envisions a trail from the museum to the riverfront, and hiking trails to other St. Joseph historic sites. Of special concern is a new accessible playground for an underserved elementary school whose students have very diverse backgrounds, including many with IEPs (Individualized Educational Plans). A California Gold Rush theme might be used, along with emphases on the Oregon-California Trails, the Lewis and Clark Trail, the Pony Express route, and even the Chisholm Trail. Native, Hispanic, and African-American heritages would also be worked in. The new WRR, Isobel Lingenfelter, will help with these projects.

--*The Great American Outdoors Act* was recently signed into law. This permanently authorizes the Land and Water Conservation Fund (LWCF) at 900 million dollars per year. Travis thinks OCTA might tap into those funds for helping with current trail projects. Chapters are encouraged to plan for projects they might want funded.

--The updated OCTA website has an “Event Form” that chapters may use for their upcoming events. However so far not many are using it.

--All are encouraged to report their volunteer hours regularly on the OCTA website. This process is now so easy. Total hours already reported have gone way up.

--Closed captioning of the new videos has been declared very helpful.

--In April a decision will be made about whether to hold the annual convention, already postponed from last year. Elko NV is ready once again and has high hopes.

The 2022 convention is set for Casper WY. There is a new museum, and Randy Brown has placed new signposts and interpretive panels. Travis noted no chapter has yet offered to host the 2023 convention. He urged chapters to come forward with offers.

--On the subject of chapters, Duane Iles brought up why he had submitted a motion that will be brought up later: some of the best supporters of trail outings and work do not join the chapters because they see no reason to join OCTA. So should we change this rule? Should these people receive *News from the Plains* and *E-news?*

*--*John Winner raised the question of non-members being covered by OCTA’s insurance while on outings. Are signed consent forms adequate?

--Travis and Lee are concerned with finding a Chair for the Library and Collections Committee. Seven people have offered to serve on such a committee, but so far none has agreed to chair it.

**Headquarters Report**  Kathy Conway said her submitted report would stand as is.

**Western Regional Representative** --Isobel Lingenfelter is excited to have this position. Her submitted report listed her five goals and how she is working on them. Currently she is working on B2H viewshed analyses, facilitating Zoom speakers events, assisting with social media postings, working on a park design around wagon swales with Crossroads chapter, checking in with the western chapters, and maintaining website divisions. She is quite interested in using drones. The *RV Spirits* travel group will drive the Oregon Trail May 27-June 27. Twenty new OCTA members are in place from that group. She will work on providing their itinerary.

**Treasurer’s Report** –Marvin Burke was elated to report the good news: OCTA finances actually show a surplus, due to the special request for extra donations this summer and due to our extra sales. This is in spite of the convention’s cancelation. He would like to see some publicity about this good news. He hopes there will be more encouragement for legacy giving. Total assets as of Sept. 30, 2020 are $1,663,037. Liabilities are $32,786. Net assets are $1,627,243. His extensive report has been submitted.

**Investment Advisory Committee** –Dave Welchreviewed his submitted report and charts. The three endowment funds are now worth $1.85 million, up from the December 31, 2020 total of $1,792,597. Brighton-Jones has enabled a yearly growth of 7.25%. Dave explained bonds and equities. No reallocation of the portfolio is recommended. A new committee member will be needed to replace John Briggs who will become the new OCTA president next fall. The Heritage Fund had been started by Jim Budde in 1998. The Martin Fund started with a gift of $250,000 from Mary and Chuck Martin and family. The Loomis Fund started with Pat Loomis’ gift of $150,000. Currently money from Life memberships goes to the Heritage Fund unless otherwise designated.

**Preservation** –John Winner announced there has been a change to the Mapping Workshop that had been scheduled for May 2021, according to his written submitted report. It had to be postponed due to Covid-19, and is now scheduled for

September 9, 10, and 11, just prior to the September 2021 OCTA Elko NV Convention. The Conservation Easement workshop originally scheduled to be in conjunction with the Mapping Workshop will be held virtually on May 27, 2021.

--He stated the remainder of his report needs no updates. Currently he is working on the Lava Ridge Wind Project (ID) and on a memorandum of agreements for the Lander Road in Wyoming. Preservation is a fluid challenge; new problems occur each week.

**Partnership** –Bill Martin is engaged in a feasibility study with Sen. John Boozman of Arkansas to reintroduce Congressional legislation designating the Butterfield Overland Stage Route as a National Historic Trail

--There is a proposal for the “beloved” Route 66 to become a National Historic Trail.

This is the first such proposal for an automobile road. Co-sponsors will be needed for both the Butterfield and Route 66 bills once they are introduced to Congress.

--Legislation concerning the 4-Trails Feasibility Study is still pending.

**Membership** –Duane Iles reported on the steady decline of OCTA membership. There are too many “one and done” members. The latter seem to be social media users. He expressed concern with chapter vs. national membership, and noted many locals do not wish to join above a local level, but are prohibited from doing so. He wants to consider letting prospective members join chapters but not the national OCTA association if they so choose, thinking they may choose to become national OCTA members later. Lee Black said we would consider this later today.

**Tribal Liaison –**Duane Iles has chaired this committee since it was formed in 2013, but he is now resigning. He feels Tribal Liaison work is important, but it has never functioned since its creation at the time of Otis Halfmoon’s NPS resignation. It can work at the chapter level, but apparently not at the national level. This is evidenced by the successful relationships created by Jerry Eichhorst, ID, with the Shoshone/Bannock, and by Cecilia Bell, Southern Trails, with the Apache. Pat Fletcher commented on BLM relationships with the Northern Arapaho, and Dave Welch cited working attempts with the Umatilla in the Walla Walla area.

Bill Martin wondered if the new WRR, Isobel Lingenfelter, might help. Aaron Mahr complimented Duane on rising to the challenge of including Native Peoples in OCTA membership and projects. Aaron hopes the National Park Service can resume the type of relationship it had had with Otis Halfmoon by filling this outreach position.

**Elko Convention** –Helen Hankins reviewed the many plans for the upcoming September 13-16, 2021 OCTA Convention, previewed in her submitted report.

They are virtually identical to the convention planned for last year that had been canceled due to Covid-19. Due to ongoing health considerations, all dining will be outside, extra busses will be used so as to practice social distancing, hand sanitizers will be abundant as will be numerous temperature checks.

--Helen and Lee asked that everyone take the emailed survey immediately to indicate if they will be attending. If too many are still feeling Covid-19 risks, the Convention must be canceled in early June. It is hoped 250-300 members will attend.

All OCTAns are encouraged to donate items for the annual Auction.

**Future Conventions** –Travis reported that after the Casper WY OCTA Convention scheduled for 2022, there were no further hosts. He hoped someone would step forward to chair the Conventions committee. Pat Fletcher immediately said she and her husband Jack Fletcher would assume this chairmanship.

**Lunch Break, 12:30-12:40 pm**

**National Park Service** –Aaron Mahr had been away on a special NPS assignment most of 2020. He posted via Zoom the most recent NPS Historic Trails newsletter, reminding us we are now under a new administration with different priorities of focusing on social equity and social justice. Rep. Deb Holland of New Mexico is now the new Secretary of the Interior. She plans more outreach to Native tribes, and to underserved populations. The budget was $1,000,000 last year; now increased to $1,750,000. NPS will give OCTA $145,000 this year. The Covid-19 quarantine wrecked havoc on funding and everything else this past year.

--Aaron welcomed Isobel as the new WRR, and hopes she will stay in this position for some time.

--The remodeling of the permanent NPS quarters in Santa Fe is complete, but moving in from the temporary quarters still cannot happen due to the Covid quarantine. Staff is still working remotely. There has been no trail travel since March 2020. Masks are now required in and on all federal facilities and lands.

--Kristen VanFleet has been transferred to the Bay area. Sarah Revira is now with the U.S. Forest Service. John Cannella is now the Program Manager for the National Scenic Trails. Carole Wendler is now the Department Superintendent of the

National Trails Office (formerly NTIR). David Jenkins is the intern for Signing. Ashley Wheeler is a conservation fellow, handling National Historic Trails outreach and coordinating activities for the Santa Fe Trail Bicentennial. Aaron commented that part of John Winner’s Preservation work involves weed analysis, river restoration, and dam projects.

--Carole Wendler gave out the link to the newsletter. On May 27 there will be a Virtual Trail Resource Protection plan. On the website there is a National Historic Trails Inventory Application, and also flyers for printing and the YouTube link.

The website also has interactive trails maps. An app from NPS will include OCTA.

**Publications** –Bill Hill reported that even though this year has not been normal, the fine work of both Jay Lawrence and Bob Clark has almost made it seem normal. Both editors are now in their second year as editors of *News from the Plains* and

*The Overland Journal.* Bill and Jay are especially pleased there are only a few stragglers with getting their *NFTP* articles in on time. He and Bob find it hard to publicize the *OJ* effectively, especially when so many National Park Visitor Centers remain closed.

--Bill’s student calendar project has always had a Native component; this year’s calendar theme will be “Emigrant and Indian Foods.” However he has not had much luck with Native tribal participation. It is hard to get participation from schools that have not entered previously. No theme has been determined yet for next year’s student calendar, so he is asking for ideas. April 15, 2021 is the deadline for

student entries.

--Bill needs a person to handle the promotion and selection of the Outstanding Educator awards and to assist with the raffle and calendar contest. Such applications are due by March 31. People do not seem to be applying this year.

--The Special Publications committee is dormant; however most everything now can be printed “on demand.”

**Chapter Reports** Reports had been received from all of OCTA’s 11 chapters except Wyoming and Nebraska. No further chapter updates were made.

**Archeology** –Mary Conrad reminded members that about 25 years ago there had been an active OCTA Archeological Committee. It had submitted archeological articles appropriate to OCTA interests for publication through *News from the Plains,* as the internet was not used much then. Mary reviewed her proposal to add an archeological section to the OCTA website. A continuously growing number of archeological trail articles could become available to those interested in trail archeology. Potential submissions could be sent to her for approval. She understands there would be web inclusion costs, to be discussed later today.

**Website-Video Marketing** –Gina Sifers, *Bella Media Services LLC,* reviewed her proposal for a new Archeological Segment. Approximately 250 pages would be needed to cover the approximately 25 states, each with about 10 major counties, over the life of the project. The development investment would be $8000.

--Gina is now working to make the OCTA website ADA compliant.

The website must be easy to navigate. There must be drop-down menu boxes. Color contrast cannot be too bright. There must be closed captioning on all narrated videos.

--Gina also proposed a “Google My Business/Maps” set-up for each OCTA chapter, saying that 90% of computer users use Google for searches. Thus searchers could use Google to quickly locate chapter information as well as being led to OCTA contact information. Her bundle rate for each chapter would be $300-$350.

**Fundraising** Melissa Shaw, Lee Black, John Briggs, Helen Hankins, Bill Martin, and Dave Welch serve on this committee. At present there is no proposal; however it is possible there may be a special meeting called before the convention in September.

**Mapping and Marking** Dave Welchsaid his report stands as submitted**.** This interest group has around 60 members. About 15 of them are using the 12 Navigator Pro packages whose costs total $3000 yearly.

--Travis Boley showed us a brand new video about Bridget “Biddy” Mason, to be placed on our YouTube channel today in honor of Black History Month. Biddy, a slave from Mississippi. was taken to California by her Mormon owners. There she gained her freedom and eventually became quite wealthy. Travis encouraged us all to subscribe to this channel that now has a growing number of short videos. He again praised the work of Sam Sullivan, OCTA’s former intern, for his help with OCTA’s media.

--Travis praised all volunteers who have been reporting their volunteer hours, mileage, and costs on the OCTA website. The total hours reported are impressive.

**Graves and Sites** Randy Brown was not present, but his submitted report stated one grave, that of Ann Smith Palmer, would be marked with a plaque as soon as

weather permits.

**Awards** Audrey Elder was not present, and there was no submitted report.

**Collections** **and Libraries** As there is no chair, there was no submitted report. Lee Black reported eight OCTAns have expressed interest in helping with this project, but none wants to assume a chairpersonship. Identifying where all the private and public collections are located, and cataloguing and digitizing them is daunting.

**Hall of Fame** Camille Bradford, chair, reported that many nominations had been received. Her committee has selected five, whose names appear in her submitted report. Those selected will be announced publicly at the 2021 Elko convention. Their biographies will appear in the fall *Overland Journal.*

**Nomination and Leadership --**Pat Traffas, chair, announced three Directors will need to be elected before the next convention. Her committee of Duane Iles and Cecilia Bell announced four candidates: Helen Hankins (for re-election; California-Nevada), Jerry Mogg (Gateway), Mark Howe (Southern Trails), and Pat Traffas (Trails Head). Members may vote either electronically or by mail.

--Candidates nominated for OCTA offices include: President-John Briggs (Idaho), Vice President-Steve Allison (Utah Crossroads), Secretary-Sandra Wiechert (Trails Head), Treasurer-Marvin Burke (Colorado-Cherokee), Immediate Past President-Lee Black (Southern Trails).

--The new Board of Directors will elect the new officers immediately following the Annual Membership Meeting at the 2021 Elko convention.

**Committee A** Jean Coupal-Smith had submitted a report saying Covid-19 restrictions are still in place at OCTA Headquarters, with the intent of keeping staff and members safe. Periodic visits by volunteers are helping with needed recycling.

**Committee B** John Briggs, chairman, had not convened a meeting with committee members Matt Mallinson and Chuck Milliken. Their committee oversees Governance, Finance, Grants, and Long-Range Planning. The submitted report focused on its only action, the follow-up on the “Reconciliation of Board Report and IRS filing” for the fiscal year commencing September 30, 2019.

**Committee C** Steve Knight chairs this committee whose members are

Helen Hankins and Pat Traffas. There was no report.

**Governance** **and Policies** Camille Bradford’s report stated she had continued to work with Lee Black and Duane Iles providing advice and input on issues of organizational governance as needed.

**Educational Outreach** Matt Mallinson, co-chair with Audrey Elder, reviewed the problems the Covid quarantine and subsequent school closures had had on their work with social studies conventions. He encouraged chapter members to reach out to reconvening conventions to help highlight trails education.

**Unfinished Business** Lee Black pointed out the new OCTA Organization Chart. Everyone appreciates its clarity.

**New Business** --**Archeological Proposal**. The discussion indicated members are quite interested in having this come to fruition. There is no budget at present, but perhaps over time the $8000 needed for start-up and maintenance could be procured. Could funds come from the Loomis Fund or the Martin Fund? No action will be taken at present. Gina Sifers and Mary Conrad will make a proposed timeline and financial timeline for this project. A member reminded board members that Gina has already been doing a lot of website work for free.

**Strategic Plan Format**. John Briggs had sent everyone our new 2020-2021 Strategic Plan in a “landscape” layout rather than in the original “portrait” layout. He explained this format allows room for more comments and ease of use. He has added a “traffic lights” column so that status reports can more easily be interpreted.

**Bozeman Historic Trail Project Update** A report has been submitted by Mike Penfold, Dave McKee, and JoAnne Puckett listing presentations, newspaper articles published in Montana and Wyoming, and media programs. Upcoming outreach efforts were also listed. The website is [bozemannht@gmail.com](mailto:bozemannht@gmail.com).

**Motions**

On Feb. 27, 2021. Duane Iles had emailed the following motion to all OCTA board members:

**Duane A. Iles moved, Marvin W. Burke seconded that Paragraph 2, Article XIV – Chapters, be changed from “only a dues paying member of the association ingood standing shall be eligible to belong to a chapter” to “*Chapter members that are not members of the national organization in good standing would not be entitled to the national member benefits nor to hold chapter offices.”***

Lots of discussion followed. This is a substantive change. Will this require additional office work? Will jeopardize OCTA membership nationally. There are liability issues. Insurance and liability issues may be huge. Local waivers signed for chapter outings might not be covered without national membership. Chapter dues are insufficient for chapter work. National dues are not that high. Local people need to see the big picture of national trails work. This may have a negative effect on OCTA by pushing people away. This could open a “can of worms.” **Duane then withdrew the motion.**

**Marvin Burke withdrew his second to the motion.**

Committee A was charged with reconsidering this, and will report findings at the Elko convention.

**John Briggs moved, Bill Martin seconded, to realign the format of the OCTA Strategic Plan, 2020-2021 to landscape format. The motion passed.**

**Announcements** Lee Black announced that the second PPP (Paycheck Protection Program) stimulus award would be $11,000. Jerry Mogg said this second award, (from the Coronavirus Aid, Relief, and Economic Security, or CARES Act, given to help businesses and organizations suffering financial losses due to Covid-19), has many more rules and issues than the first PPP. OCTA should qualify, as there had been no convention receipts due to the canceled convention last year. We will proceed with the application.

**Adjournment** **John Winner moved, Steve Knight seconded, that the meeting be adjourned. The motion passed at 3:35 pm.**

Respectfully submitted,

Sandra Wiechert, Secretary

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**PRESIDENT’S** REPORT

Preserving the Legacy of Our Forefathers

Thank you OCTA members for the privilege of serving as your President during these unprecedented times. Special appreciation is extended to Past Presidents Bill Martin and John Winner for not accepting my nomination reluctance and then aiding at every turn. OCTA has long been led by capable men and women. My deepest gratitude to our leadership, Travis Boley- Association Manager, Kathy Conway- Headquarters Manager and the very competent members of the OCTA Board and Officers. Thanks too, to the many faithful Committee Chairs.

WSU, Press, in their review of Saving the Oregon Trail, Ezra Meeker’s Last Grand Quest, the marvelously complete history of Ezra Meeker’s passion, authored by OCTA member Dennis M. Larson, shared the following description: *The first Mayor of Puyallup and one-time “Hop King of the World,” wanted to mark the fast-disappearing Oregon Trail with monuments and preserve the memory of a generation that came West via the overland route.* Aren’t we glad he was passionate to see the task through? Where would we be today but for Ezra Meeker and his determination.

OCTA was founded on the principle of Preservation! Save the Trail has been our mantra for years. Credit goes to the many Chapter Preservation Officers and the extraordinary commitment and sacrifices of OCTA National Preservation Officers, John Winner and those who served before him.

Today one of the greatest challenges before OCTA membership is preserving the authentic history of our forefather’s determination and commitment as recorded in their diaries, maps and papers. With the dedicated commitment of highly qualified and skilled professionals like Collections Committee Chairman (retired President and CEO Nebraska Historical Society), Archivists, Researchers and Educators, we are determined to preserve written treasures held by OCTA members and our office. We seek to assist members digitize their precious documents and enable the placement of same in appropriate repositories.

Like Ezra Meeker, we are on a mission to secure funding necessary to digitize all manner of legacies left to OCTA. Theirs will not be a history forgotten by future generations. As OCTA member Ken Martin once wrote, “The Emigrants planted the stars in the field of blue on the American flag.”

**Looking forward,** our mission is to reach the global community through every means available to us. Employing various platforms we will share our stories in retirement villages, senior centers, civic clubs and classrooms. We will utilize every electronic technology known. As our digital library grows, with rich stories of trail experiences, OCTA members will have the tools best suited to meet opportunities. Chapters will be able to video the best stories along their trails.

As the sun rises on a new day in OCTA, excellent leadership is poised to achieve the 2020-2025 Strategic Plan goals and objectives you desire and approved. President-Elect John Briggs and Vice-President Nominee Steve Allison (Crossroads Chapter President) bring a wealth of experience, knowledge and skilled leadership to OCTA. We will be in extremely capable hands.

Looking to the horizon the challenges before us are merely hills not insurmountable mountains. Considering the opportunities to achieve unprecedented advances in historic preservation on the ground, in written and electronic forms, my hope is that you who value our heritage and legacy will join us as we provide the financial means necessary to complete **The Journey of a Lifetime**!

It is said, *“If we neglect our future, no one will ever thank you for the present.”* Those of you who brought us to this place today, we owe you a huge debt of gratitude! THANK YOU!

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**ASSOCIATION MANAGER’S REPORT**

**September 2021**

**Independence, Missouri**

**Fundraising (Goal 4, D of the strategic plan)**

In the past 4 years, this office has raised and/or accepted almost $330,000 for various projects, events, and initiatives.

Some highlights:

* $70,000 (2020-21 year-end and summer appeal)
* $81,260 (2019-20 year-end and summer appeal)
* $43,550 (2018-19 year-end and summer appeal)
* $33,000 (2017-18 year-end and summer appeal)
* $7,000 South Dakota Humanities Grant to create a PBS documentary about Doug Hansen and his wheelwright business that creates wagons and stagecoaches
* $2,275 Missouri Humanities Grant to create a short video about the Butterfield Overland through Wilson’s Creek National Battlefield near Springfield
* $64,400 (2017-18, 2018-19, 2019-20, and 2020-21 Partnership for the National Trails System and City of St. Joseph for interns)
* $27,000 (various projects, including the B2H project, websites, trail brochures, the Western Regional Representative, and others)

In September 2019, I was able to secure a $10,000 donation from a new donor in Jackson, Wyoming. I got him to repeat that $10,000 in July 2020. This year, that donation went up to $15,000. Those donations are reflected in the totals above.

We continue to utilize the Google Grants program. We have up to $10,000/month to “spend” on free advertising. This is in perpetuity. Our new intern Charlie is managing those ads for us, having taken over from Sam. I’ll have more on this in the marketing/PR section.

We are also actively engaged with Hartsook in developing the overall fundraising plan. That discussion will have its own separate section at the board meeting.

**Marketing/PR (Goal 4, Objectives C & D of the strategic plan)**

1) This year we created Google ads for membership, donations, preservation, Paper Trail, and Elko. We shortly thereafter created an ad for preservation. With the addition of Sam as intern, we started focusing more on our goods and services. Sam created many of our older ads, while Charlie has created newer ads and continued to administer the older ads.

The ads continue to perform at high levels. We had 24,800 ad views for the time period of May to August 2021, with 2,470 clicks, which is a 9.96% conversion rate. We have to stay north of 5% to keep our grant in effect, and we’re doing that with ease (the industry standard is about 1%). 86% of the clicks are for products or services, and The Oregon Trail Revisited book by Greg Franzwa is our top ad, with 12,461 views and 1,826 click-throughs, a 14.65% conversion rate.

It was surprising to me the last couple of times that the primary age group searching for books was those in the 18-35 age range. This remains the case, with 37.6% of all clicks coming from this demographic. This corresponds with the younger social media followers and new members we are seeing. The main age group clicking on the Paper Trail ad remains age 55 and up, which isn’t surprising. The 65+ demographic comprises only 14.9% of clicks, and the 55-64 age group is at 8.8%. The ads primarily are finding a younger audience, which is a good thing.

If you’ll recall from my winter report, the ads helped secure $3,032 in online sales from March through August 2020, which offset the lost sales of $3,286 we had at the National Frontier Trails Museum when they were closed from March through September 2019. This underscores the importance of the online ads in replacing that lost income. We continue to see strong sales from our ads.

2) When COVID led to shutdowns, we added a “This Day in History” post to our Facebook page. This has proven to be EXTREMELY popular, with some posts receiving up to 10,000 views due to other people or groups sharing our post. When possible, we try to add an item for sale. We generally see sales as a result. **Digital Media** **(Goal 2, Objective B, action item v and Goal 4, Objective C)** has become of increased importance in an era when our core audience isn’t really traveling all that much, as we know it’s reaching much younger audiences as well. We have seen tremendous growth across all platforms. The repeated messaging will, we believe, pay great dividends once we are able to start holding events again. Here is the breakdown of how our following has grown over the past seven years:

March 2014 - 440 August 2016 - 1,166 March 2019 - 1,703

July 2014 - 500 March 2017 - 1,267 Sept. 2019 - 2,046

January 2015 - 600 August 2018 - 1,328 February 2020 - 2,132

February 2015 - 700 March 2018 - 1,481 February 2021 - 2,948

August 2015 - 840 August 2018 - 1,580 Sept. 2021 - 3,281

Many of these new followers are in the coveted 20-something through 40-something age groups, the same age group that is engaged with our book listings on Google Ads. These followers are important as we can market our events, products, and membership to them. Please continue to share our posts so that we continue to grow. With the additional of a digital media communications intern, we believe we can really build on these numbers in a huge way and even add Instagram and Twitter feeds to reach new audiences of potential supporters.

Our previous intern, Sam, created both an Instagram page and Twitter feed for us last summer. They are growing slowly but are helping us reach new audiences as well. Our Instagram page stood at 104 followers last spring but has grown to 286 followers now. Twitter is growing a bit more slowly and had 25 followers last spring but is now up to 69 followers.

Charlie and Isobel have started scheduling more regular posts on both platforms, most of which helped promote the Elko convention this summer. However, both are used a bit differently than Facebook and we are working to add items that should increase our following in the near future. We believe they are all part of our marketing mix, especially since they are free platforms.

We switched E-News platforms from Constant Contact to Mail Chimp last year. Constant Contact changed their appearance, so the marketing committee went in a new direction. Sam researched several platforms and Mail Chimp was his recommendation. We had nearly 2,500 subscribers last February, including everyone in OCTA who has supplied an email address. Today we have over 3,100 subscribers. We regularly approach a 50% open rate with a regular E-News, and *News from the Plains* comes closer to aa 60% open rate, well above the industry standards of about 20%.

We also launched a new YouTube Channel on New Year’s Day 2020. You can find our channel by entering our name on YouTube. At our Yuma board meeting we had 90 subscribers and by last February we had doubled to 184 subscribers. We more than doubled again over the summer, growing to 374 subscribers. Our videos include:

* B2H
* John Bidwell and the First Wagon Train to California
* William Gilpin: Lawyer, Geopolitician, and Colorado Governor
* Pitcher Cemetery and the Cholera Epidemic of 1849 in Independence
* Campground Cemetery and the Cholera Epidemic of 1849 in Independence
* The Butterfield Overland Mail: The First 60 Miles in Missouri
* Hiram Young: From Slave to Wealthy Wagon Maker
* The Merrill J. Mattes Library
* Emily Fisher: From Slave to Wealthy Hotel Owner
* Trinity & Sadie Palmer: Slavery and the Trails in Independence, Missouri
* Harriet Ann Dawes: Slave and Granddaughter of Freighter William Waddell
* Biddy Mason
* Sam Shepherd
* Picacho Peak to Nogales
* Arizona’s Ehrenberg to Prescott Wagon Road
* Yuma
* Lone Elm Park
* St. Joseph, Missouri
* The Oatman Massacre
* Painted Rocks
* Sonoran Desert National Monument
* How Six Historic Trail Stories Converge in One Small Missouri Town

At the Elko convention, we hope to debut several new videos, including:

* The Mormon Battalion and Butterfield Overland Through the Anza Borrego
* The Salt Lake to Los Angeles Wagon Road and Death Valley (funded via a California Humanities Grant, in partnership with the Amargosa Conservancy in Shoshone, CA)
* The Butterfield Overland Stage Through Wilson’s Creek National Battlefield in Missouri (funded via a Missouri Humanities Grant)

These were all filmed with Steve Brown of Southwest Stories and Kevin Marcus with Knowledge Tree Films, so we should see a remarkable jump in quality. I won an additional $2,000 in grant funding from the Truman Heartland Foundation this summer to pay for the rights to use the music of Dana Mengel, composer of both “The Oregon Trail Suite” and the music for the PBS documentary about the Missouri artist George Caleb Bingham.

We also won a grant from South Dakota Humanities to film wheelwright Doug Hansen and his operation making wagons and stagecoaches. Once completed, it will air on PBS.

We want to work with chapters to develop short videos about trails in your area. Local grants and internal fundraising efforts can help. As a general rule of thumb, plan for a budget of $10-$15,000 per video.

Once we 1,000 followers, we can start monetizing our channel. What that means is that every time anyone visits our channel we will receive a piece of the advertising revenue. It also means that, as a non-profit, we can use YouTube studios anywhere in the world for free to create and edit content. If you haven’t already subscribed, please do so now!

3) The Missouri/Kansas brochures were out when I reported at Yuma. As a reminder, the online version can be found at <https://www.octa-trails.org/the-missouri-and-kansas-trails/>. J. Greg Smith secured funding from 22 convention and visitor bureaus from Arkansas to California and the Southern Trails brochure that was promised in Yuma is now available. See the online version at <https://octa-trails.org/southern-trails/>. The main page for everything is at <https://octa-trails.org//the-oregon-california-trails/>. Several others were completed since then and I’ll have examples to hand out in Elko. J. Greg Smith is planning a couple of new ones next year as well, including one on the California Missions Trail.

4) The “Speaker’s Bureau” program in the KC is now rolling again. **(Goal 2, Objective B, action item ii and iii)**. I’ve spoken at a couple of Rotary Club meetings this summer, and also spoke at the National Frontier Trails Museum’s symposium for the 200th birthday of Missouri. I also spoke at the ribbon cutting ceremony for the Three Trails mural unveiling on the Independence Square as part of their Santa Caligon Days Festival.

Face-to-face is as important as the online initiatives, so I encourage people in other regions to line up speaking engagements when possible. We also have several videos and PowerPoint programs that chapter members can use instead of creating their own speech. Check out available resources at <https://octa-trails.org/speakers-bureau/>.

*5) PBS:* **(Goal 2, Objective B, Action Items iii and iv)** In February 2020, the board entered into a partnership with an existing PBS program entitled *Southwest Stories with Steve Brown*. Steve is out of Twenty Nine Palms, California and his broadcast partner is KVCR, the PBS station out of San Bernardino. It aired for two seasons, garnering over six million views in the greater Los Angeles area. As you know, the country was largely shut down almost immediately following the Yuma Symposium, so the show was basically on hiatus for the past 18 months.

As a refresher, for season three Steve wanted to focus in part on historic trails of the southwest. KVCR is planning to offer the show nationally across all of PBS in season three, and Steve was actively seeking international broadcast as well. Steve expanded into Roku channels in six foreign countries, including Brazil and Israel (Roku is a kind of on-demand service that comes pre-installed on most new televisions). Once the show resumes, OCTA and its members (especially its marketing/PR committee) will help guide him in terms of site location, local experts, and potential funding sources.

We’ve continued to work with both Steve and Kevin Marcus at Knowledge Tree Films to create grant-funded short videos in the interim, but recent emails from Steve indicate that he is finally ready to get rolling on Season 3 of Southwest Stories. The videos we created fit the theme of the broader show and may be used in parts of the upcoming season, creating wider exposure for us.

*6) Potential partnering with Mormons and their affiliates*: In July 2020, I was able to travel and meet with lots of people throughout Nebraska and Wyoming. Obviously, the biggest splash was getting another $10,000 donation from our friend in Jackson, Wyoming (followed by another $15,000 donation last February), but I also met with the Wyoming Chapter in Casper to discuss their upcoming convention and our Nebraska Chapter at Chimney Rock to discuss both projects and potential events. I also was able to stop in an meet the folks who are now running Sun Ranch at Martin’s Cove/Devil’s Gate (who quickly became members of OCTA). I also attended the two-day Mormon Battalion Symposium in Council Bluffs a few weeks back.

Much as I think we can benefit from advocating on the Butterfield, I think we can similarly benefit from partnering opportunities along the Mormon Pioneer and Mormon Battalion Trails. I know I’ve reported on the following part before, but it bears repeating.

As you may recall, Farmland Reserve donated nearly $5,000 to the Ogden convention. They also donated another $3,000 for the Elko Convention and will likely have a donation for the Casper Convention. (Farmland Reserve is a for-profit arm of the LDS Church that manages and operates extensive ranch and farm holdings in the U.S. and internationally, including multiple holdings that contain excellent trail remnants, especially in Wyoming.)

These donations started with a relationship I forged with Bob Abbey when he was Director of the BLM from 2009-12. When he retired, he went into private consulting practice and was hired by the LDS to advise on various projects. One of his projects centers around some Farmland Reserve holdings near the Independence Rock/Devil’s Gate/Sun Ranch/Martin’s Cove/South Pass area.

The Church asked Bob to seek partnerships to better protect, map, mark, and interpret the historic trails that pass through their properties, so Bob reached out to me and a series of conference calls ensued. It culminated with a March 2018 meeting in Independence with Farmland Reserve and an April 2018 meeting in Salt Lake City with the Historic Sites Division of the Church and Farmland Reserve. This led to the Ogden donation and another for the upcoming Elko convention as well as another $3,500 donation for the LDS Historic Sites Division for the Elko convention.

One thing we discussed was training the people at Sun Ranch in mapping and marking to MET standards. They have upwards of 60 people who could be trained. In return, all would become OCTA members and would volunteer to help with the Casper convention. The couple who run Sun Ranch now reiterated that support when I visited them in July 2020. Shortly after my visit, they mailed in their personal membership. I’ve long advocated that partnerships along these lines could help us as we try to expand our membership base. I am attending the mapping training ahead of the Elko Workshop, and with around 20 people being trained, we should be able to offer at least some elementary training at Sun Ranch.

We were invited to participate in the late 2021/early 2022 Mormon Battalion re-enactment from Council Bluffs to San Diego. Kevin Henson of the Mormon Battalion Association and Laura Anderson (an OCTA Crossroads Chapter member) approached me at the Santa Fe convention to broach the idea of OCTA having its 2022 symposium and board meeting in San Diego during their final celebratory event in late January. They’re expecting about 30,000 people to attend. Laura and Kevin have started putting together a very diverse set of speakers and planning a couple of tours ahead of and after the major Saturday event during the last weekend in January. If COVID numbers subside and we can stage an event in San Diego, we would also have a board meeting just ahead of the event. We plan to have everything in place by October with information going out to everyone by then.

7) COVID led to the cancellation of the **American Solar Challenge (ASC)** in July 2020. It was set to begin in Independence and end in Boise following the Oregon Trail. We were partnering with the ASC, NPS, and the city of Independence. This is all now pushed back to 2022. The ASC followed the Santa Fe Trail for its July 2021 event as part of the 200th anniversary of that trail. **(Goal 3, Objective A, Action items iii and iv and Goal 3, Objective B, Action items ii-iv)**

**8) Membership Initiatives (Goal 4, Objectives A & B)**

We continue to partner with other smaller trail groups where there is some overlap of trails and we are seeing benefits from those relationships. (Butterfield, Mormon Pioneer, Mormon Battalion primarily.) I’ve covered all of this extensively in previous reports.

One area where I think we can pick up huge numbers of new and younger members is by developing road races in historic trail corridors. Running and bike races always have an associated fee, sometimes as high as $100/event. Those active communities are accustomed to paying the fees that come with the events.

We think that we should consider developing races in places where recreational trails were basically built on top of or adjacent to the historic trail corridor. The American River Trail in Sacramento and the rail trail from Park City to Echo Junction in Utah are two great examples that could be utilized now. Both are already built, safe, signed, and right on top of the California National Historic Trail (among others). I’ve been speaking with two-time Olympian Kim Conley, who now trains in Flagstaff and who has long trained on historic trails (she spent 10 years running on the American River Trail in Sacramento before heading to Flagstaff). We also have two presenters at the Elko convention who were part of the Forlorn Hope expedition last winter and who are running 125 miles of the Hastings Cutoff into Elko ahead of their talk. By utilizing the resources they have at their disposal, we can easily market our events to these established communities. We can then channel part of the registration race fee into membership, and if we hold these races annually, we’ll constantly be renewing and gaining new members who are generally going to be much younger.

**9) Infrastructure Projects (Goal 3, Objectives A & B)**

*3-Trails Corridor in Kansas City:* In Summer 2018, the Mid America Regional Council completed a final draft of the Santa Fe, Oregon and California National Historic Trails Concept Strategy Plan. The 216-page planning document can be found at <http://www.marc.org/Environment/MetroGreen-Parks/Current-Projects/Historic-Trail-Retracement.html>. This can serve as a model for other chapters to approach cities in their regions. The bridge on Highway 24 in front of the Truman Library is complete and new Three Trails artwork was just installed on the Independence Square. Independence is also moving forward with their plan to build more recreational trail and a footbridge and trailhead at Mill Creek Park.

*St. Joseph, Missouri:*   
I’ve been working with our Gateway Chapter on a project in St. Joseph. The collaborators are:

Jackie Lewin, President, OCTA Gateway Chapter

Kim Schutte, Historic Preservation Officer, City of St. Joseph (OCTA member)

Tabitha Blevins, Principal, Edison Elementary School

Marta Green, St. Joseph community organizer

Travis Boley, Association Manger, OCTA

The purpose of the committee is to carry forward one aspect of the St. Joseph Charrette planning document ([Charrette — St. Joseph Gateway Chapter (gateway-octa.org)](https://www.gateway-octa.org/charrette), created in partnership between the community, OCTA, and the NPS National Trails Office. The planning document envisions creating both a walking trail between the Pony Express National Museum to the riverfront (which is also now being planned by OCTA member Kim Schutte in her role as historic preservation officer for the city of St. Joseph) as well as "bread crumb" projects that highlight other trail sites and stories in the greater downtown St. Joseph area. Edison Elementary School sits at the eastern edge of that boundary and is in many ways also a community gathering center and park for the local neighborhood, making it an ideal spot for more interpretive opportunities and chances to engage school-aged children of very diverse backgrounds.

I’ve discussed in earlier reports the fact that Edison largely serves a mix of lower-to-middle income families with a very diverse racial mix and all of the challenges the school faces. The committee decided that accessibility was very important, so they’re modeling their project on the playground in Independence that was built in a way that allows even children in wheelchairs access to the equipment.

Also deemed important was telling a wider story of St. Joseph and the trails beyond just the Oregon and California Trails. The committee will incorporate age-appropriate interactive exhibits and interpretation into the design of the playground, much like what happened in Independence. This would involve including the Pony Express, Lewis & Clark, Mormon Pioneers, and even the Chisholm Trail.

Also high on the list of desired amenities included the telling of stories that speak of the diversity of people who used these trails, starting with the American Indian development of the trails and including usage by African Americans, Hispanics, and others. This would both engage communities who are often excluded and address the needs of a very diverse neighborhood and school population.

The playground area is currently a concrete surface, so resurfacing the area with a safer alternative would also need to be taken into consideration. Isobel used Google Earth imagery to mock up a site plan to help the committee tell its story visually to potential funders. In addition to the playground, green space with historic plantings and a grass kickball field are envisioned.

The committee’s partners include the school district, OCTA, the local Chamber of Commerce, the St. Joseph Convention & Visitors Bureau, the Community Foundation of NW Missouri, Mosaic Health Systems, city government, and city parks in this process. Mosaic has pledged $10,000 toward hiring a landscape architect for more precise planning documents.

It was also deemed important to reach out to both the local Congressman, Sam Graves, and Senator Roy Blunt, long an advocate for historic projects in Missouri. Ms. Blevins was formerly employed in Congressman Graves' St. Joseph office and the young man who runs Sen. Blunt’s office in KC is from St. Joseph and well-known by committee members, so the committee has a bit of a connection to their elected representatives. The committee believes the Land & Water Conservation Funds are the most likely source to fund the project. The committee is now in the process of scheduling meetings to talk with Sen. Blunt. 

Other funding sources were also discussed. Community Development Block Grants (CDBGs), which are often used by the city for initial development costs, could be used in conjunction with the Mosaic money to help us get an initial engineering bid generated to get a handle on actual potential costs. Mosaic Health Systems also has other grants of up to $50,000, and it appears this project would fit within their giving parameters.

Community donors and local businesses have traditionally been a part of the funding mix for most community-based projects in St. Joseph. This committee is developing a list of potential individual funders who are likely to give to this project.

It also achieves an important action item in OCTA's recently adopted 5-year strategic plan of engaging youth and families through a variety of projects that would appeal to them.

**10) Websites** **(Goal 2, Objective A, action items i-vi)**

*OCTA Websites:*

Gina Sifers provided a report on website work this year. The main thing accomplished was full ADA compliance on the journals website. We will be turning our attention to ADA compliance for the main website in 2021-22. Lots of security updates and patches were necessary in recent months and will continue to be necessary for the foreseeable future as hackers are constantly on the attack across all of cyber space. I’ll remind everyone about the recently added “Event Form” submission page and the existing volunteer hours reporting tool on the website.

We also worked with the Gateway, Crossroads, and Trails Head Chapters **(Goal 2 Objective A, Action item i especially)** to help them launch new websites over the last several years. We will be working with the Wyoming Chapter to get something built for them in the coming months.

I’ve been working with Mary Conrad to develop ideas for a robust archaeology section on our website as well. One of the main fundraising goals being undertaken with Hartsook is to help fund Mary’s initiative. Mary and I have met with Gina to discuss the vision for this section.

Finally, I would remind you that the Paper Trail website relaunched last year with a new look, design, and security features.Each user can now create their own username and password. The COED committee kept $4,500 in a reserve account for many years, as they anticipated the need to eventually pay for these upgrades. We are looking to migrate the website off of the Looking Glass server now, per their request. I hope to have a fuller report on that process at the next board meeting, but it looks like we might have some good free options. **(Goal 2, Objective A, Action item vi especially)**

**11) Future Convention/Symposia (Goal 4, Objective F)**

*Elko Convention 2021*

As everyone knows, the Elko, Nevada convention was postponed until September 13-16, 2021.With changing mask mandates, vaccine requirements, smoke from wildfires, and local resistance to COVID mitigation measures, putting on a convention in Elko was exceedingly challenging. I would like to use this space to thank Helen Hankins, Duane Jones, and Walt Goddard for just rolling with the changes. Thought this convention had so many unprecendented challenges (including a thought of pulling the plug in late August), this team stayed calm, cool, and collected and rose to every challenge. No one will likely ever know what these folks endured to get us to Elko, but they certainly deserve our profuse thanks for getting us to the finish line. We are at about 200 attendees, which was the goal from day one. We’ve had a few cancellations, most due to smoke forecasts and a few because of COVID vaccination requirements. In total, we had about 12 people cancel for a wide variety of reasons. A cancellation rate of 5 percent in this time of uncertainty seems quite low to me. It should also be noted that there are about $24,000 worth of sponsors listed on your program. Thank these folks as well. Helen will have more in her verbal report.

*2022 and beyond*

The Ramkota Hotel in Casper will host us in 2022. We have a hotel contract in place from August 28 to September 3. Tom Rea is functioning as convention chair. He and I have already had discussions about $19,000 in available grant funding locally, and we will have a very robust fundraising plan that I believe will be our most successful to date. Tom will have his own report so I won’t steal his thunder.

We need to start thinking about next year’s spring meeting and conventions for 2023 and beyond. By the time I get to Elko I will have in hand an offer sheet from the Gering and Scotts Bluff County CVBs to host us in 2023. Our available chapter folks in that area are minimal, so we will need to really rely on the CVBs, the staff at the Monument, the staff at the Legacy of the Plains Museum, and the few members we have out that way if the board accepts their offer.

John Briggs and I also discussed the potential of a convention at Baker City in 2024 to coincide with the reopening of the museum there, as it is undergoing a multimillion dollar facelift and remodel right now. A convention there could also help shed light on the B2H issue. I view Casper, Gering, and Baker City as membership development opportunities as well, especially by engaging folks at Sun Ranch in Wyoming and opponents to B2H in eastern Oregon. Holding events in their areas and inviting them to join us both for the convention and as members ought to help bolster our numbers.

**12) Library Collections (Goal 2, Objective A)**

Michael Smith has a written report covering this. I was asked to create a video about OCTA’s Independence Library, which I’ve done. You can view it at [www.youtube.com/watch?v=AUBpch5TB2k&t=10s](http://www.youtube.com/watch?v=AUBpch5TB2k&t=10s). Mike came to the museum and spent several hours touring the collections there and taking notes. He has developed a large and robust committee of library and archival experts and his report is included in this packet.

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**HQ REPORT TO THE BOARD**

**September 2, 2021**

**Elko NV**

**Since the last Zoom board meeting in February:**

* **Handled the printing and distribution (US mail and electronic) of two editions of the *News from the Plains* to the membership.**
* **Received and counted mail-in ballots for the election for directors to the national board.**
* **Received and processed 192 Elko convention registrants and booked close to $53,000 in revenue.**
* **Participated in the 2021-22 budget planning meeting in June with Lee Black, John Briggs, and Travis Boley.**
* **Worked with Turner Rivenbark in preparing the nine-month (June 30) financial reports that are part of this board material**
* **Worked with our accounting firm to compile our 990s filed in mid-August with IRS.**
* **Completed the Annual Fund Drive ending in May that began in late October 2020 amounting to $24,000. Processed an additional $17,000 in donations**
* **Printed the Mid-Year fund raising appeal letter and mailed to the membership in June. Campaign raised around $21,000**
* **Processed and booked 62 new memberships and 470 renewals ($34,000 in National dues and $6,600 in Chapter dues). Entered 4 new Ezra Meeker Life Members.**
* **Sold close to $4,300 worth of books and merchandise ($1,700 online sales; and $2,600 HQ phone and related sales)**
* **Presently working with Fund Raising Committee as they engage with the consulting firm Hartsook Consultants to begin the four-step process on the Pre-Campaign Study.**

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**Western Regional Representative Board Report**

**Isobel Lingenfelter**

*Goal 1: Preserve the historic emigrant trails.*

*Objective B. Assist stakeholders in the protection and preservation of trail resources.*

**Boardman to Hemmingway Case**

I assisted the Northwestern Chapter with its case against the Boardman to Hemmingway Line (B2H) by:

* Collecting photogrammetry data of the National Historic Oregon Trail Interpretive Center using a DJI Phantom 4 Drone.
* Building a 3-D model of the Interpretive Center site using the photogrammetry data.
* Creating exhibits based on the model to support testimony against the B2H transmission line.
* Conducting research on BLM Visual Resource Management standards.
* Writing testimony arguing that the B2H transmission line would have a significant impact on the viewshed of the Interpretive Center.

**Lakepoint Historic Park**

I worked with the Crossroads Chapter to work through the preliminary stages of protecting wagon swales by conserving land as a historic park.

* Coordinating with the Crossroads Chapter, Homeowners Association, Lakepoint Parks and Cemetery District, the National Park Service, and the developer to plan for the creation of a historic park that will interpret wagon swales within the park boundaries.

*Goal 2: Present the stories of the emigrant experience in a manner that is inclusive of other perspectives.*

*Objective B. Raise public awareness*

**Edison Elementary School Playground Redesign**

I supported Travis in the preliminary stages of a proposed redesign of Edison Elementary’s school grounds that will include building a historic trails themed playground on school grounds. I did this by creating a one-page proposed site redesign. This one-pager can be viewed by clicking on this link or copying and pasting it into your browser: <https://drive.google.com/file/d/1Wy_uCkbucBvzjbJPHXauqXuIzklO1gzx/view?usp=sharing>

*Action i. expand availability of organizational speakers*

**Third Thursday History with the southern trails chapter**

I supported the Southern Trails Chapter’s “Third Thursday History” zoom speaker events by:

* Providing Zoom support
* Facilitating the speaker events
* Creating advertising materials for print, social media, and email distribution
* Promoting events on social media and through the E-News letter

**Zoom/AV support for the mapping workshop and convention**

I am providing Zoom support at the mapping workshop and National Convention so that the NPS, workshop presenters, and convention speakers can join remotely if they are not able to attend in person.

*Action ii. create audio visual materials*

**“What is OCTA” social media post series**

I created the “What is OCTA” social media post series. This series can be found by clicking on this link or copying and pasting it into your browser: <https://drive.google.com/drive/folders/1JF7_BdVe21xslplnTolJgVDQw8SG1V47?usp=sharing>

*Action iii. Develop a social media plan and other outreach materials*

**Social Media Plan**

I developed a draft social media plan in collaboration with Charlie Dodge.

The plan can be found by clicking on this link or copying and pasting it into your browser:

<https://docs.google.com/document/d/16KuaZnsNZRp1hlueoLD_As8B0Pu4NgxUG-js7EfTqEo/edit?usp=sharing>

**2021 Elko Convention Social Media Campaign Plan**

I created a 2021 Elko Convention Campaign Plan in collaboration with Charlie Dodge.

This plan can be found by clicking on this link or copying and pasting it into your browser:

<https://docs.google.com/document/d/1SS1YVWtVjdMwU8w10me2nIawgq2-pBl6aF4FyIDfXqM/edit?usp=sharing>

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**TREASURER’S REPORT**

I am your Acting Treasurer for the last couple months completing the fiscal year term served by Marvin Burke who passed away earlier this year after being Treasurer for many years. I am Acting Treasurer until a new Treasurer is nominated and elected by you at the Elko meeting. Below is my Treasurer report:

First information about myself for those who do not know me

     My personal background

     My professional background

     My background with OCTA at Chapter and National organization prior to being Acting Treasurer

     Why I am not attending the Elko Annual meeting in person

Disclaimer relating to Treasurer duties, that I have not had much or any involvement with so far

    Preparing and monitoring progress on OCTA Budget for 2020-21 (current year)

    Preparing OCTA Budget for 2021-22 (this budget statis on 10-1-21 and being approved at this meeting)

    Discussions with OCTA consultant on Feasibility study/ Strategic plan for next five years (this about completed and ready to be approved by Board)

    I have not taken charge of, custody or signor of any OCTA funds, accounts, securities or investments

 Treasurer report to Board and Membership on OCTA financial condition as of my knowledge as of August 26, 2021

      Report based on discussions and current financial and budget reports as of July 31,2021

      OUR ORGANIZATION IS FINANCIALLY HEALTHY AT PRESENT TIME TO BEST OF MY KNOWLEDGE

                Cash is available to pay our normal operating and budgeted expenses due for this fiscal year

                Board has not had to transfer money from our investment accounts to our operating accounts so far this year

                No unpaid bills are outstanding except for remaining balance due consultant on report that is not completed yet

                Our Officers have not had to borrow funds from any financial institution or on our credit card to pay any of OCTA' operational expenses this year

                Budget for Elko convention looks promising as to members attending and our convention budget, especially as to our budget sponsorships, contributions and grants.

Why is OCTA "Financially Health" during this time of uncertainty, I believe it is because

         Board has made some good decisions relating to modifying our budget and our Strategic plan

         Our profession Staff has implemented decisions during a time when our National headquarters was basically closed down all year and their working from home

         Nationally it is nice to have good financial recovery (stock market) and medical resources available which allow us to have this meeting in Elko in person

         Lastly the support OCTA received during these uncertain times from the Federal government from their PPP forgivable loan program has helped GREATLY

        The continued support from National Parks for our staff and operating budget during this difficult time for them also

**Jerry Mogg**

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**BUDGET COMMITTEE REPORT**

**OPERATING BUDGET**

**FYE September 30, 2022**

**PRELUDE**

The Budget for the next fiscal year (FYE 09/30/22) has several changes in format when compared with previous years. Instead of showing net numbers for Conventions, Symposia and Merchandise Sales, the associated Revenues and Expenses have been detailed. The relevant lines are highlighted in tan. This needs to be considered when comparing the budget with the budgets for previous years for which detailed information is not available. It is intended in future to compare with Actual results as far as that is possible. Investment Fund gains and expenses are not included in this budget. Distributions from the various endowment funds are not included in the Surplus/Shortfall from Operations. The Net Surplus/Shortfall is shown after those distributions.

The budget assumes the Hartsook Fund Drive proves to be feasible. The new projects designed to improve the Association’s overall capability and broaden membership are assumed to start in January 2022. Those projects are Archaeology, enhanced Education outreach, Collections, and a new communications format. Day to day costs of the project are also budgeted. Those lines are all highlighted in green.

There is a separate column, which shows all the funding by NPS, and how the funds are allocated.

The budget assumes a full distribution from the Heritage Fund of $21,424. It also assumes a distribution of $7,600 from Loomis, part of which is in support of increased activity by the Western Region Representative directly in Preservation Activities. A distribution of $3,250 from the Martin Fund will cover Trademark costs and legal costs associated with the B2H preservation litigation which will be ongoing. The budget also assumes withdrawal of funds from the reserves in the OCTA Bank Account built up in FYE 9 30 2021.

**OVERVIEW**

Gross Revenue~~s~~ are projected to be $427,900 given that the gross revenues from Convention, Symposia and Merchandise Sales have been transparently documented.

Operating expenses are projected to be $469,355 noting that the costs of Conventions, Symposia and Merchandise sales are now visible.

This does recognize that the NPS Grant is a smaller fraction of total revenues than reported in the past.

The NPS direct funding is reduced from $145,400 to $143,300 as a result of underspend in 2021 due to COVID. However, $5,500 is available as roll-over from 2021 which makes the total NPS funding a small increase.

In FYE 09/30/2022, using distributions from the endowment funds, the budget is balanced.

In this use of the Endowment Funds distributions, it should be remembered that the Objectives of the Funds as detailed in the Investment Funds Policy Statement are

* Supplement OCTA’s annual income;
* Provide protection for potentially catastrophic events;
* Provide assets for major projects;
* Grow assets to expand benefits of membership and income to OCTA

What are the major elements that have caused the need for increased withdrawal of funds from the Endowments and from the reserves?

1. Increased WRR hours - $8,200
2. Financial Review ‘Agreed upon Procedure’ - $5000

These two factors explain the difference between the 2022 Shortfall from Operations and that of budget 2021. In actuality 2021 will yield a stronger performance than that budgeted largely because of PPP and stronger than expected donations in 2021. There will be no PPP and donations outside the Hartsook Project are expected to be weaker than in 2021.

It has been said that OCTA may run out of members before it runs out of money. This ambitious budget, built on the Leadership direction provided in 2021, to be actively continued as per our strategic plan, attempts to address that issue by improving organizational capability to attract an expanded, active membership in future.

“Be sincere, Be brief, Be seated.”  
― **Franklin Delano Roosevelt**

**(See separate spreadsheet for 2021-2022 Proposed Budget)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| OREGON-CALIFORNIA TRAILS ASSOCIATION |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| REVENUES AND EXPENSES NINE MONTH PERIOD 10/1/20-6/30/21 | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WITH COMPARATIVE AMOUNTS FOR THE PRIOR PERIOD |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AND FOR FULL YEAR BUDGET |  |  |  |  | CURRENT |  |  |  |  |  | ANNUAL |  | ANNUAL |  | ANNUAL |
|  |  |  |  |  | NINE MONTH |  | PRIOR |  | INCREASE |  | BUDGET |  | BUDGET |  | BUDGET |
|  | OCTA |  | NPS |  | TOTALS |  | PERIOD |  | (DECREASE) |  | OCTA |  | NPS |  | TOTAL |
| **Revenues** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| National Park Service |  |  | 95,117 |  | 95,117 |  | 100,096 |  | (4,979) |  | 3,000 |  | 145,400 |  | 148,400 |
| Dues | 56,915 |  |  |  | 56,915 |  | 56,918 |  | (3) |  | 70,000 |  |  |  | 70,000 |
| Unrestricted Contributions (actual is annual and mid year) | 41,009 |  |  |  | 41,009 |  | 29,556 |  | 11,453 |  | 22,500 |  |  |  | 22,500 |
| Restricted Contributions and Grants | 28,465 |  |  |  | 28,465 |  | 11,650 |  | 16,815 |  |  |  |  |  |  |
| Deferred Revenue Earned - Restricted | 9,648 |  |  |  | 9,648 |  | 7,750 |  | 1,898 |  |  |  |  |  |  |
| Mid Year Fund Raiser |  |  |  |  |  |  |  |  |  |  | 12,000 |  |  |  | 12,000 |
| Paycheck Protection Program | 11,945 |  |  |  | 11,945 |  | 11,000 |  | 945 |  |  |  |  |  |  |
| Convention |  |  |  |  |  |  |  |  |  |  | 20,000 |  |  |  | 20,000 |
| Symposium |  |  |  |  |  |  | 3,551 |  | (3,551) |  | 4,000 |  |  |  | 4,000 |
| Endowment Fund Contributions (including memorial gifts) | 2,650 |  |  |  | 2,650 |  | 645 |  | 2,005 |  | 1,500 |  |  |  | 1,500 |
| Life Memberships | 5,750 |  |  |  | 5,750 |  | 4,250 |  | 1,500 |  | 2,500 |  |  |  | 2,500 |
| OCTA Store - net (sales 6,658; costs 2,352) | 4,306 |  |  |  | 4,306 |  | 2,457 |  | 1,849 |  | 4,000 |  |  |  | 4,000 |
| Overland Journal Subscriptions | 1,230 |  |  |  | 1,230 |  | 1,275 |  | (45) |  | 1,600 |  |  |  | 1,600 |
| Advertising | 750 |  |  |  | 750 |  | 1,101 |  | (351) |  | 2,000 |  |  |  | 2,000 |
| Paper Trail | 301 |  |  |  | 301 |  | 1,150 |  | (849) |  | 1,200 |  |  |  | 1,200 |
| Other Income | 2,546 |  |  |  | 2,545 |  | 1,260 |  | 1,285 |  | 1,300 |  |  |  | 1,300 |
| Gross Revenues | 165,515 |  | 95,117 |  | 260,631 |  | 232,659 |  | 27,972 |  | 145,600 |  | 145,400 |  | 291,000 |
| Portion of Restricted Contributions and Grants That Will be |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Spent After June 30 | (16,460) |  |  |  | (16,460) |  | (8,671) |  | (7,789) |  |  |  |  |  |  |
| Endowment Fund Contributions and Life Memberships | (8,400) |  |  |  | (8,400) |  | (4,895) |  | (3,505) |  | (4,000) |  |  |  | (4,000) |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Operating Revenues | 140,655 |  | 95,117 |  | 235,771 |  | 219,093 |  | 16,678 |  | 141,600 |  | 145,400 |  | 287,000 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Expenses** | 136,974 |  | 95,117 |  | 232,076 |  | 226,238 |  | 5,838 |  | 177,115 |  | 145,400 |  | 322,515 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Net Surplus (Shortfall) Before Endowment Fund Distributions** | 3,681 |  | - |  | 3,695 |  | (7,145) |  | 10,840 |  | (35,515) |  | - |  | (35,515) |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income Distributions from Endowment Fund - Heritage** | - |  | - |  | - |  | 18,851 |  | (18,851) |  | 26,240 |  |  |  | 26,240 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Net Surplus (Shortfall)** | 3,681 |  | - |  | 3,695 |  | 11,706 |  | (8,011) |  | (9,275) |  | - |  | (9,275) |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| OREGON-CALIFORNIA TRAILS ASSOCIATION |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FINANCIAL REPORT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| DETAIL EXPENSES - NINE MONTH PERIOD 10/1/20-6/30/21 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WITH COMPARATIVE AMOUNTS FOR THE PRIOR PERIOD |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AND FOR FULL YEAR BUDGET |  |  |  |  | CURRENT |  |  |  |  |  | ANNUAL |  | ANNUAL |  | ANNUAL |
|  |  |  |  |  | NINE MONTH |  | PRIOR |  | INCREASE |  | BUDGET |  | BUDGET |  | BUDGET |
|  | OCTA |  | NPS |  | TOTALS |  | PERIOD |  | (DECREASE) |  | OCTA |  | NPS |  | TOTAL |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Expenses Paid From Restricted Contributions and Grants | 21,593 |  |  |  | 21,593 |  | 10,729 |  | 10,864 |  |  |  |  |  | - |
| Legal and Governance |  |  |  |  |  |  |  |  |  |  | 1,400 |  |  |  | 1,400 |
| Administration and Management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Association Manager - Salary, P/R Taxes and Benefits |  |  | 66,818 |  | 66,818 |  | 62,922 |  | 3,896 |  |  |  | 85,400 |  | 85,400 |
| Association Manager - Travel and Other Expenses | 282 |  | 4,017 |  | 4,299 |  | 9,618 |  | (5,319) |  |  |  | 22,138 | \* | 28,000 |
| - Travel others |  |  | 5,862 |  | 5,862 |  |  |  | 5,862 |  |  |  | 5,862 | \* |  |
| Headquarters Salaries, P/R Taxes and Benefits | 43,963 |  | 7,400 |  | 51,363 |  | 51,855 |  | (492) |  | 61,150 |  | 7,400 |  | 68,550 |
| Administration Expenses (11,017 included in 21,593) | 23,402 |  |  |  | 23,402 |  | 20,024 |  | 3,378 |  | 36,000 |  |  |  | 36,000 |
| Western Representative (2,000 included in 21,593) | 2,121 |  | 9,988 |  | 12,109 |  | 7,593 |  | 4,516 |  | 6,200 |  | 18,600 |  | 24,800 |
| Board Meetings and Officers' Expenses | 32 |  |  |  | 32 |  | 11,222 |  | (11,190) |  |  |  |  |  | - |
| Partnership National Trails System | 2,500 |  |  |  | 2,500 |  | 3,994 |  | (1,494) |  | 4,000 |  |  |  | 4,000 |
| Publication - Overland Journal | 26,574 |  |  |  | 26,574 |  | 26,100 |  | 474 |  | 37,550 |  |  |  | 37,550 |
| Publication - News From The Plains | 8,739 |  |  |  | 8,739 |  | 9,676 |  | (937) |  | 9,500 |  |  |  | 9,500 |
| Publication - Misc |  |  |  |  |  |  |  |  |  |  | 400 |  |  |  | 400 |
| Store | 307 |  |  |  | 307 |  | 456 |  | (149) |  | 1,200 |  |  |  | 1,200 |
| Preservation - Trail Marking and Mapping; Graves and Sites | 1,531 |  |  |  | 1,531 |  | 582 |  | 949 |  | 4,940 |  |  |  | 4,940 |
| Internet/website | 2,582 |  | 750 |  | 3,332 |  | 4,717 |  | (1,385) |  | 3,000 |  | 6,000 |  | 9,000 |
| Marketing | 1,306 |  |  |  | 1,306 |  | 2,036 |  | (730) |  | 4,500 |  |  |  | 4,500 |
| Education (451 included in 21,593 | 26 |  |  |  | 26 |  |  |  | 26 |  | 3,275 |  |  |  | 3,275 |
| Awards and Hall of fame |  |  |  |  |  |  |  |  |  |  | 1,000 |  |  |  | 1,000 |
| Membership Support | 1,806 |  |  |  | 1,806 |  | 4,189 |  | (2,383) |  | 3,000 |  |  |  | 3,000 |
| Other | 477 |  |  |  | 477 |  | 525 |  | (48) |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 137,241 |  | 94,835 |  | 232,076 |  | 226,238 |  | 5,838 |  | 177,115 |  | 145,400 |  | 322,515 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Details of expenses paid from restricted contributions and grants | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Feasibility Study | 8,125 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Intern | 6,795 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Western Representative | 2,000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Franzwa Bench | 2,402 |  |  |  | - |  |  |  |  |  |  |  |  |  |  |
| Butterfield Filming Project | 1,820 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Education | 451 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 21,593 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \*\*Detail of NPS 28,000 Travel funds: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| amount still available for use either by the Association Manager or others as of 6/30/2021 is $18,121 ($22,138-$4,017) | | | | | | | |  |  |  |  |  |  |  |  |
| as of 6/30/2021 - amount used by others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| OREGON-CALIFORNIA TRAILS ASSOCIATION |  |  |  |  |  |
| FINANCIAL POSITION |  |  |  |  |  |
|  |  |  |  |  | Increase |
|  | 6/30/2021 |  | 9/30/2020 |  | (Decrease) |
| **Assets:** |  |  |  |  |  |
|  |  |  |  |  |  |
| Checking and savings accounts |  |  |  |  |  |
| Operating cash - unrestricted | 37,695 |  | 27,072 |  | 10,623 |
| Operating cash - restricted | 50,383 |  | 33,688 |  | 16,695 |
|  | 88,078 |  | 60,760 |  | 27,318 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Accounts Receivable | 2,168 |  | 1,334 |  | 834 |
|  |  |  |  |  |  |
| Inventory (at cost) | 25,296 |  | 26,171 |  | (875) |
|  |  |  |  |  |  |
| Property and equipment - cost less depreciation | 1,185 |  | 1,185 |  | - |
|  |  |  |  |  |  |
| Endowment funds | 2,022,032 |  | 1,573,587 |  | 448,445 |
|  |  |  |  |  |  |
| **Total Assets** | 2,138,759 |  | 1,663,037 |  | 475,722 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Liabilities:** |  |  |  |  |  |
|  |  |  |  |  |  |
| Accounts payable and accrued expenses | 20,174 |  | 12,961 |  | 7,213 |
| Credit card payable | 3,573 |  | 3,317 |  | 256 |
| Deferred revenue - convention income | 12,845 |  | - |  | 12,845 |
| Deferred revenue - restricted contributions/grants | 25,328 |  | 19,516 |  | 5,812 |
| **Total Liabilities** | 61,920 |  | 35,794 |  | 26,126 |
|  |  |  |  |  | - |
| **Net Assets** | 2,076,839 |  | 1,627,243 |  | 449,596 |
|  |  |  |  |  |  |
| **Total Liabilities and Net Assets** | 2,138,759 |  | 1,663,037 |  | 475,722 |

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**INVESTMENT ADVISORY COMMITTEE**

**Oregon-California Trails Association**

**Investment Advisory Committee**

August 28, 2021

To: OCTA Board

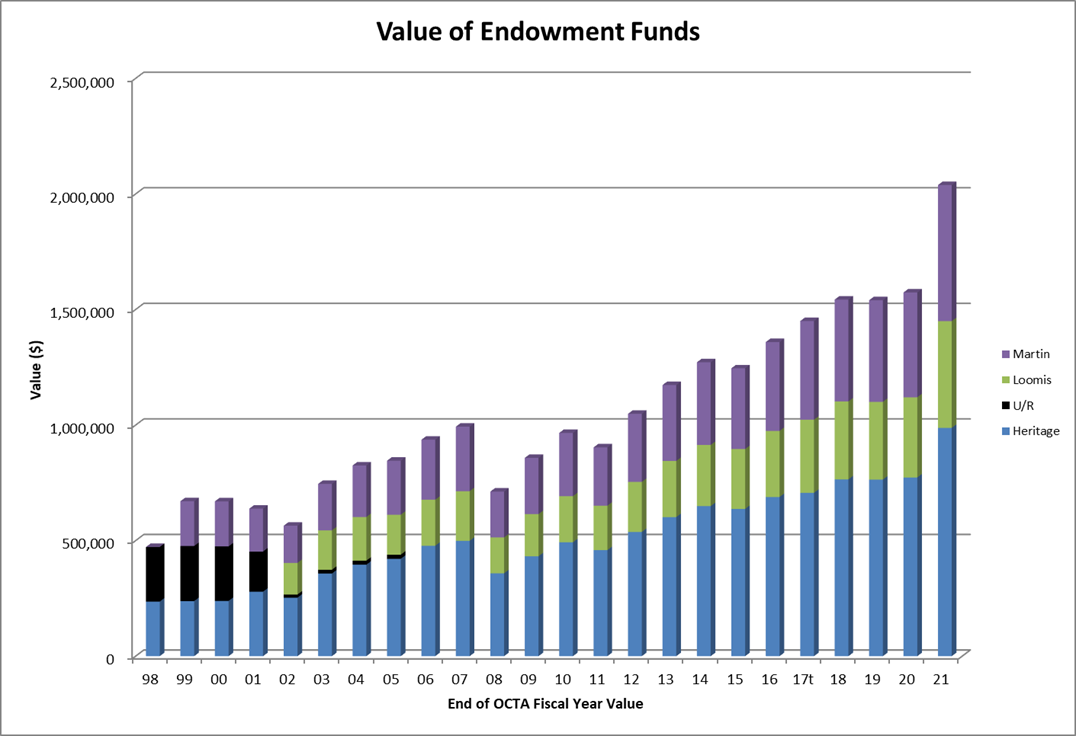
From: Investment Advisory Committee

David Welch, Chair; Camille Bradford, John Briggs, Gary Dissette, Jerry Mogg, Robert Clark

Subject: Report of the Investment Advisory Committee

1. Summary

The total value of the endowment funds each year from 1998 to 6/30/2021 is shown in Figure 1. Apart from 2021, the data are shown as of September 30 (the end of the OCTA fiscal year) for each year. For 2021 the data are as of the end of the third quarter, 6/30/2021. The values are net of contributions, withdrawals, and fees. The value on 6/30/2021 was $2,038,622.



Since the data are shown by fiscal year, the severe dip in March 2020 is not visible. We have recovered fully and have gone on to an all-time high in each of the three funds.

The top table below shows the value from 2017 at the end of each OCTA fiscal year and the third quarter of OCTA FY2021 (6/30/2021). This is the period in which Brighton Jones has managed our investments.



The bottom half of the chart shows the year-to-year percent changes. The next to last column shows the gain from 9/30/2017. Overall, it is a gain of slightly over 40% or a gain of 10.80% per year, exceeding our long-term goal (10% per annum).

2. Performance Comparison to Benchmarks

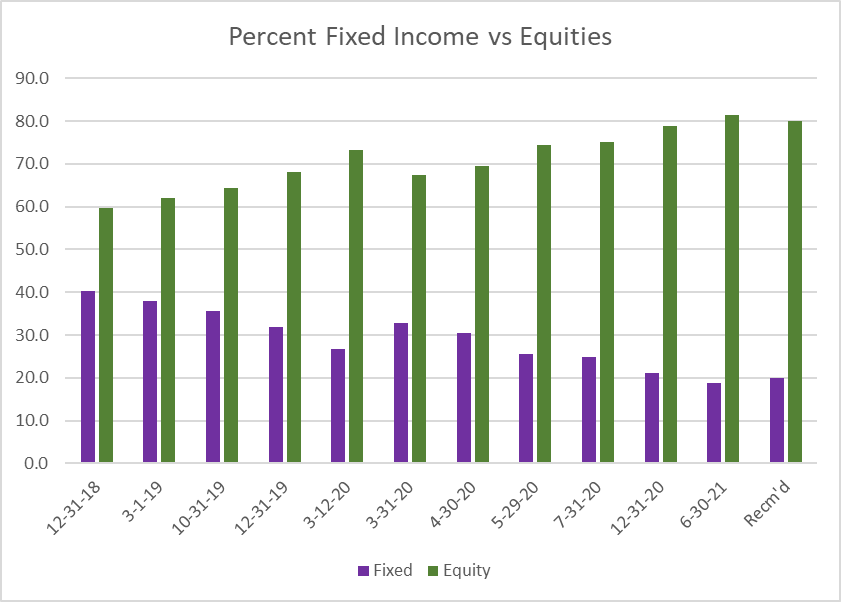
Brighton Jones provides comparisons of how our funds performed relative to benchmarks. The contribution of each fund is weighted by the amount invested in that fund. We have very diverse holdings spread over 13 mutual funds and Exchange Traded Funds (ETFs). The funds themselves often do not have a benchmark for exact comparison because our funds are structured in unique ways. With that caveat, a comparison as provided by Brighton Jones is shown below.



Note that the period covered in this data is not OCTA’s fiscal year and thus the differences from the returns reported above. Contributions, withdrawals, and management fees are not included in the comparison above to give a pure measure of investment performance.

3. Fund Allocations

Our thirteen investments are grouped into two major categories, fixed income (bonds and similar instruments) and equities (stocks). At the end of 2018 we were invested 40% fixed income and 60% equities. This is a conservative allocation that reduces risk. We felt an increase over a period of time to 25% fixed income and 75% equities was consistent with our growth goals. We have exceeded that goal and now stand at a 79%/21% allocation. Most recently the equity allocation has grown because of rapid growth in the equity funds relative to fixed income.



In summary, our allocations conform to the guidelines set forth in the investment policy statement. An email from Mark Howell commenting on OCTA’s allocations is at Appendix A.

4. Recommended Withdrawal for FY2021

Withdrawals from the Heritage, Loomis, and Martin funds since 1998 total $317,165. Some members have expressed concern that endowment funds “just sit in the bank.” This has not been the case as shown by this figure. During the same period, contributions have totaled $211,687 for a net draw of $105,498.

In 2020 we defined our annual cash needs as $20,000 from the Heritage Fund, $7,000 from the Loomis Fund and “as needed” from the Martin Fund. Investments are structured to provide this cash flow. The “cash need” is inflated by 3.5% each year. We have the equivalent of $27,000 adjusted for inflation available each year to 2039. In 2039 the available withdrawal will be $51,908. Withdrawals below these limits do not affect investment allocations.

The Martin Fund is “as needed” and withdrawals have been limited. If regular withdrawals are needed, then we will need to adjust investments accordingly to provide this income. Each fund has limits of how the funds may be used. Apart from the Heritage Fund, funds may not be transferred to other expense categories.



For the OCTA FY2022 budget the maximums are $21,425 (Heritage) and $7,499 (Loomis). Amounts above these values may be withdrawn with specific board approval (two-thirds approving). The IAC does not recommend higher amounts except in special cases.

5. Other Committee Activities

Membership in the committee will change this year with the assumption of the presidency by John Briggs and Jerry Moog becoming the interim treasurer. Both are non-voting ex-officio members of the committee. Robert Clark will join the committee (with board approval). The committee is seeking an additional member to reach the full authorization (five members). Members should have a working knowledge of investments with emphasis on mutual funds and ETFs. Professional financial management experience is not required.

May 2022 will mark the fifth anniversary of our selection of Brighton Jones to manage our investments. The five-year point is a good point to review the firm’s overall performance and make changes, if necessary. We have been monitoring performance continuously and were somewhat disappointed in the results to early 2020. Their performance from early 2020 (March market “crash”) to now has been remarkable. From inception growth has been over 40% in less than 4 years, or more than 10% a year. This matches our long-term goal. Therefore, we suggest no formal review next year unless results change.

The committee completed a review of the governance statement. Minor changes were made to reflect operational methods that have evolved since the statement was written.

The investment policy statement was also reviewed and updated to reflect relatively minor changes in our investment approach. Brighton Jones (BJ) restructured how they categorize investments but did not change the investments themselves. BJ is also introducing ETFs that mimic previously held mutual funds to reduce expenses.

6. Motions

Approve the membership of the committee. David Welch, Chair; Camille Bradford; Gary Dissette; Robert Clark. Non-voting, ex-officio: John Briggs and Jerry Mogg.

Approve revised IAC governance statement.

Approve revised investment policy statement.

**Appendix A - Email from Brighton Jones in Response to a question from David Welch concerning a report on investment performance.**

Hi Dave,

I am following up in regards to your question from our recent investment update webinar: “Outside of tax matters, does our charitable status impact the material presented in this report?”

The short answer is no.  Even though clients who have some or all of their Capital Preservation allocated towards municipal bonds have seen better performance in that portion of their portfolio, the OCTA group’s decision to shift the portfolio towards equities has more than made up for any underperformance on the Capital Preservation side.  If you recall in 2019 the group and our team agreed to start Dollar Cost Averaging out of the more conservative parts of the portfolio (Capital Preservation & High Income) into the growth side (Global Equities).  We have continued with this plan all through out 2020 in the face of the pandemic.  The decision to stick with the plan has benefitted the association and ensured strong performance throughout the markets’ recovery.

Currently OCTA has 10% (~$200k) of your $2 million portfolio allocated towards Capital Preservation with over 80% in Global Equities.  This allocation has meant more exposure to those asset classes that have been driving the markets’ recovery.  This also shows the power of setting, but more importantly, sticking with an investing plan.  You and your group, as well as our team, should be proud we stayed the course in light of all of the uncertainty over these last 18 months.

Please let me know if you have any questions.

Thank you,

Matt Howell

Investment Strategist

Investment Advisory Committee

The function of the Investment Advisory Committee is to:

1. Develop and periodically review an investment policy statement. This document provides general guidelines for OCTA’s investments including consideration of risk. The statement is to be reviewed and approved by the Board of Directors.
2. Monitor the performance of the endowment fund investments and report that performance to the board on a semiannual basis.
3. Coordinate with the Treasurer on additions to and withdrawals from the endowment funds to ensure:
   1. Funds are deposited to or withdrawn from the appropriate fund, taking into account the restricted nature of some funds.
   2. The amount withdrawn is within the allowable withdrawal as defined in the establishing agreements for each fund.
4. Make recommendations concerning the allocation of funds to various investment types (equities, fixed income and money market) and review the recommendations of the investment manager as to each type.
5. Recommend adjustment of the fixed income/equity balance and the balances within fund sectors, in consultation with the investment manager.
6. Evaluate and compare the performance of OCTA’s portfolio against relevant benchmarks, in consultation with the investment manager.
7. Conduct periodic reviews (3-5 years) of comparable investment management firms, including their investment approach and fee structure for small nonprofit endowment funds.
8. Recommend to the President, Treasurer and Board of Directors which firm appears best able to manage OCTA’s endowment funds in order to meet the organization’s investment objectives.

Committee Procedure:

The work of the committee will be conducted by telephone, e-mail and videoconference.

Members should be conversant with basic investment strategies and methods of evaluating return and risk and should be prepared to participate actively in the deliberations of the committee. There should be no perceived conflict of interest, including but not limited to ties to investment firms under consideration for management of OCTA’s investments, or substantial personal involvement with such firms.

Membership:

The committee will consist of up to five members appointed by the President and approved by the Board. The President shall appoint one of the members to serve as Chair. The President and Treasurer shall serve ex-officio as non-voting members of the committee.

OCTA Endowment Funds:

The establishing agreements for each fund are the governing agreements for each fund. Nothing in this description should be construed as modifying those agreements. The agreements are not subject to modification by OCTA.

Three separate funds constitute the OCTA Endowment Fund. They are the Heritage Fund, the Charles W. and Mary C. Martin Fund, and the Pat Loomis Fund.

The Heritage Fund was accumulated from the activities (conventions, gifts, book sales, etc.) of OCTA prior to 1998 when it was established with approximately $237,000. The Martin Fund resulted from a gift of the Martins in 1999 of $200,000. The Loomis Fund was established with a gift of $140,000 from Pat Loomis in 2002.

The terms of each gift are described in the establishing agreements for each fund. The principal of the Heritage Fund is entirely restricted. Income, which is defined below, that is not used in a given year is added to the principal at the end of the year. All funds have a requirement for a two-thirds vote of the board to withdraw principal.

Income for all three funds is defined by guidance provided by the investment manager. Income is not limited to actual dividends, interest and realized capital gains. Income may be accumulated in the Loomis and Martin Funds. However, in the case of the Martin Fund, accumulated income above 30% of the average year-end fund balance may be added to principal, used for preservation or transferred to the preservation fund (Pat Loomis Fund).

Withdrawal of funds (income or principal) from the Heritage Fund may be used for any purpose consistent with OCTA’s mission. The Loomis Fund is restricted to activities directly related to the preservation of the trail. The use of funds from the Martin Fund is restricted to legal activities and preservation, as noted in the previous paragraph. Withdrawals of income (as defined above) are at the request of OCTA’s Treasurer*.*

**Investment Policy Statement of Oregon-California Trails Association (OCTA)**

***Governing Documents***

1. OCTA Policy and Procedures Statement: Investment Advisory Committee
2. Oregon-California Trails Association Heritage Fund Restricted Endowment, Establishing Document Amended, dated August 1, 2017
3. Oregon-California Trails Association Charles W. and Mary C. Martin Endowed Restricted Fund, Establishing Document Amended, dated August 1, 2017
4. Oregon-California Trails Association Pat Loomis Fund – Restricted Endowment, Establishing Document Amended, dated August 1, 2017

The referenced documents define the funds’ history, operations of the Investment Advisory Committee and the nature and restrictions of each fund. Nothing in the Investment Policy Statement supersedes the referenced documents.

***Purpose***

The OCTA Investment Policy Statement (IPS) will assist financial advisors in effectively implementing, monitoring, and re-balancing our portfolio. It provides a foundation upon which all investment decisions are based; a disciplined approach to investment decisions; and encourages a long-term perspective to negate short-term shifts in investment strategy due to behavioral finance factors (i.e. fear, overconfidence).

***OCTA Portfolio***

Account

* The OCTA Investment Portfolio is held by a custodian and managed by financial advisors with oversight from the Investment Advisory Committee and the Board.

General Portfolio Objectives

* Supplement OCTA’s annual income;
* Provide protection for potentially catastrophic events;
* Provide assets for major projects;
* Grow assets to expand benefits of membership and income to OCTA;

Investment Objectives

* It is a long-term objective to increase the total value of the endowment funds to $5.0 million while supporting current needs.
* Desired long-term rate of return is a minimum of the Consumer Price Index (CPI) plus 4%;
* Desired risk tolerance, defined as percent allocated to the Capital Preservation Portfolio is 10% and percent allocated to High Income Portfolio is 10%[[1]](#footnote-1) which combined protects approximately 14 years of potential distributions;
* The risk tolerance may be reviewed and adjusted by OCTA to ensure portfolio allocations match portfolio objectives;
* The remaining 80% is invested for growth via the Global Equity Portfolio.

Allocation and Distribution Strategy

* At any time, the Board of Directors may allocate funds for special OCTA needs;
* At any time, the Board of Directors may allocate funds beyond the annual budget for special projects;
* The Investment Portfolio should be prepared to distribute about 1% of assets per year;
* Whether and when distributions will occur is based on cash flow needs; and is at the discretion of the Board with consultation with Investment Advisory Committee.

Portfolio Constraints

* As a corporate entity, OCTA’s time horizon is long-term, 20+ years;
* OCTA is a tax-exempt organization, invest accordingly.

***Investment Philosophy and Asset Allocation Strategy***

OCTA’s investment philosophy is based in the following core beliefs. Asset allocation is the primary driver of investment returns. Diversification is key to managing investment risk, and portfolios should minimize investment costs and tax liabilities.

Capital Preservation Portfolio

* Has a strategic allocation of 10% of the total OCTA Investment Portfolio;

Protects cash needs, lowers investment volatility, and extends the investment time horizon for the riskier High Income and Global Equity Portfolios. This portfolio is designed to protect the next 8 years of cash needs.

High Income Portfolio

* Has a strategic allocation of 10% of the total OCTA Investment Portfolio;

Protects cash needs, lowers investment volatility, and extends the investment time horizon for the riskier holdings in the Global Equity Portfolio. This portfolio is designed to protect the cash needs occurring 9-14 years in the future.

Global Equity Portfolio

* Has a strategic allocation of 80% of the total OCTA Investment Portfolio;

Designed for capital appreciation potential through passive and semi-active equity market

exposure. Intent is to provide attractive risk-adjusted returns with lower correlation to the

Capital Preservation and High Income Portfolios.

***Strategic Allocation***

Portfolio Asset Lower Target Upper

Class Limit Allocation Limit

Capital Preservation Cash & Equivalents 1% 1.4% 2%

Short-term Inv-Grade 2.5% 5.3% 7%

Intermed-term Inv-Grade 2.5% 3.7% 6%

High Income High Income 5% 10% 15%

Global Equity Domestic Equity 40% 45.8% 50%

Foreign Equity 19% 23.9% 29% Real Return 5% 9.9% 15%

\* The Cash and Equivalents may drop below 2% if there are adequate funds in other OCTA accounts to support the cash flow needs of the daily operations of OCTA.

***Duties and Responsibilities***

Investment Advisor

* Provide prudent investment management advice;
* Help prepare and maintain the IPS, updating and amending when necessary;
* Adhere to this Investment Policy Statement;
* Monitor OCTA’s Investment Portfolio performance and asset allocation;
* Reallocate funds when necessary;
* Prudently select, invest with and monitor investment managers within each asset class;
* Measure and evaluate fund performances with mutually agreed upon benchmarks;
* Maintain online portal which presents current asset allocation, historical asset allocation, portfolio performance, component performance, capital flows, and current holdings;
* Meet with the Investment Committee semi-annually or as needed;

Investment Managers (Individual Fund Managers)

* Responsible for making investment decisions (e.g. security selection and portfolio management) with the monies directed to them;
* Manage the assets under their supervision in accordance with the guidelines and objectives outlined in their respective Service Agreement, Trust Agreement or Prospectus;
* Exercise full investment discretion with regards to buying, managing and selling assets held in the portfolios;
* Vote promptly all proxies and related actions in a manner consistent with the long-term interest of their shareholders.

Custodian

* Responsible for the safekeeping of the portfolio’s assets;
* Collect all income and dividends owed to the portfolio;
* Settle all transactions (buy-sell orders) initiated by the investment advisor and investment manager;
* Provide monthly reports.

Investment Advisory Committee

* Consult with Investment Advisor semi-annually or as needed;
* Assist in appropriating assets into cash as needed;
* Ensure Investment Advisor is compliant with the tenets of the IPS;
* Have access to online portal;
* Verify accuracy of fees charged by Investment Advisor;
* Present recommended allocation of distributions for annual budget;
* Maintain the IPS, updating and amending when necessary; the IPS will be reviewed annually with changes, if any, submitted to the board of directors for approval.

Authorizing Agents may:

* View the advisor’s online portal and the custodian’s website;
* Request trade transactions;
* Request account withdrawals;
* Endorse checks.

OCTA Board of Directors:

* Approve changes to the Investment Policy statement with consultation with the Investment Advisory Committee and the Investment Advisor;
* Approve withdrawal of principal as provided in the Establishing Documents for each fund;
* Change Investment Advisors

***Specifics of People and Agencies***

Investment Advisor Brighton Jones Wealth Management Services

Investment Managers Individual investment (mutual) fund managers

Custodian Fidelity Investments

Authorizing Agent OCTA Treasurer

OCTA Investment Advisory Committee

OCTA Board of Directors

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PRESERVATION

Report to Board of Directors

September 12, 2021

Elko, Nevada

*By John Winner*

*National Preservation Officer*

Chapter Preservation Officers:

CA-NV- John Winner

COL. CHEROKEE- Bruce Watson

CROSSROADS- Steve Allison

GATEWAY- (vacant)

IDAHO- Don Wind (East); Virgel Clark & Dave Price (West)

KANZA- Arleta Martin

NEBRASKA- Linda Tacey

NORTHWEST- Gail Carbiener

SO. TRAILS- Mark Howe

TRAILS HEAD- Pat Traffas

WYOMING- Fern Linton, Randy Brown, Julia Stuble

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**OCTA Mapping Workshop:** The mapping workshop is scheduled for September 9, 10 & 11. before the Board meeting on the 12th. I’ll provide an oral report at the Board meeting.

**Beckwourth National Historic Trail:** **Lassen Trail: Nobles Trail:**  In 2020 California had a catastrophic year for wildfires. While fire may expose traces of emigrant trails, preservation becomes a nightmare. In the fall of 2020 the “North Complex” fire burned a massive area of the Beckwourth NHT. OCTA member Dick Waugh has been a team leader in mapping and marking the Bechwourth NHT for many years. Dick and his team spent several months on damage control working with forest personal, private timber companies and a host of others in an effort to preserve segments of the Beckwourth NHT. A collaborative effort between public and private land managers and knowledge of trail location through OCTA’s mapping program has kept some pristine trail segments safe.

In August 2021 another massive forest fire, the “Dixie” fire in Plumas and Butte Counties has burned over other portions of the Beckwourth Trail, the Lassen Trail and the Nobles Trail.

I cannot emphize enough the importance to map emigrant trails. You can’t preserve it if you don’t know where it is.

Richard Silva, long time OCTA member, historian and mapper has spent a life time researching, mapping and classing emigrant trails, including the Lassen and Nobles trail, using guidelines setforth in OCTA’s MET Manual (Mapping Emigrant Trails).

While the Dixie Fire continued to burn in areas of the Lassen and Nobles trails, Ryan Wimmer a Forester with CalFire contacted Richard for assistance. Here was the request*….“A Senior State Archaeologist and myself are working on the Dixie Fire trying to identify known cultural sites for avoidence. Can you please share data for emigrant trails in this area so we can make sure they are protected?” “Shapefiles are easiest to work* *with, but if you can send them as a KMZ we can make that work as well”*. Richard’s response…. “*I have a flashdrive for the shapefiles, one from Feather Lake to Duck Lake to Lake Almanor. Other is west of Lake Almanor to Lassen’s Rancho”.* Here is the response from CalFire*…”Hi Richard, What you provided to us is exactly what we needed and the Shapefile format worked perfectly to get it into our mapping program. We located portions of the trail yesterday between Lake Almanor (‘Big Meadows” in 1851) to Deer Creek Meadow along Highwat 32. Much of the trail in this area was difficult to locate but we are confident and pleased to report that the fire lines stayed well away from what appear to be trail swales and sections otherwise indicated on the map of being located eleswhwre”*.

A collaborative effort…..

**B2H:** This is the 300-mile 500kv transmission line in Eastern Oregon crossing the Oregon National Historic Trail 7 times. Next step, preparing for the Contested Case. OCTA member Gail Carbiener continues to coordinate an OCTA witness team of Gail, Dave Welch, John Briggs and Isobel Lingenfelter in their preparation for testimony before the Administrative Law Judge. In addition to the written testimony, Isobel prepared an aerial drone simulation of the towers and line depicting the indirect visual effect to the trail viewshed.

The Administrative Law Judge ordered the following:

*“Each party/limited party shall submit a list of their expert witness(es) and the exhibits to be offered as direct testimony and evidence at hearing on or before September 3, 2021, i.e., at least 14 days prior to the September 17, 2021 deadline for submitting the direct testimony and evidence and proposed site certificate conditions”*

Then there will be rebuttals, with arguments and responses. The ALJ ruling is due in May 2022. Much more to come…..

**Gravelly Ford Conservation Easement:** We are still waiting for the draft language of the Conservation Easement being drafted by Nevada Land Trust. Conceptually, the landowner, Nevada Gold Mine, and the BLM and OCTA are in agreement. However, the old saying, *“the devil is in the details”*

A close up of a tree

Description automatically generated with low confidenceThis began as part of the mitigation discussion for the **Long Canyon Mine Project**, an open pit mine in Northeast Nevada on the Hasting Cutoff, a branch of the California National Historic Trail. What was thought to be agreed upon mitigation included, mapping of the Hastings Cutoff, protection of the Settlers Cabin at Big Springs and the establishment of the Gravelly Ford Conservation Area to include protection of the California National Historic Trail leading to and including the Gravelly Ford site. Protection of the GFCA would be through a conservation easement or similar legal instrument. According to Elko, NV BLM, this all changed when the Department of Interior issued “*Instruction Memorandum 2019-018”* on Compensatory Mitigation. The BLM cannot require compensatory mitigation on private land or on offsite improvements, however, may consider voluntary proposals for compensatory mitigation.

That said, OCTA has continued to have discussions directly with the landowner, Nevada Gold Mine (NGM) and Nevada Land Trust (NLT) to move forward with a conservation easement to protect the pristine trail segments and the Gravelly Ford Site. In October 2020 OCTA mapped and marked the proposed sites and in May 2021, at the request of NLT, OCTA along with NGM conducted an onsite tour. The legal staff of Nevada Land Trust is currently drafting language for a conservation easement for review.

**Greenlink West Transmission Line Project**: This project would be constructed and operated by Nevada Power Company and Sierra Pacific Power Company (dba NV Energy). The project would be a system of new 525-kV, 345-kV, and 120-kV electric transmission facilities. The proposed system, approximately 469 miles of new transmission lines in western Nevada from Las Vegas to Reno. The proposed Direct Area of Potential Effects includes two segments of the California National Historic Trail and the Visual Area of Potential Effects contains three segments of the California National Historic Trail. OCTA will be working with BLM and others as a consulting party as this project works its way through the various stages.

**The R-Project:** Nothing new to report at this time. The R-Project is a 225-mile, 345 kV transmission line proposed by Nebraska Public Power District (NPPD), in Nebraska that crosses the Oregon-California and Mormon National Historic Trail. When the U.S. Fish and Wildlife Service issued an Incidental Take Permit authorizing this project to move forward, a petition for review of agency action was filed in the United States District court by the law firm of Eubanks and Associates. The Oregon-California Trails Association was one of the plaintiffs. The case argues that the U.S. Fish and Wildlife Service’s choice to issue the ITP violates portions of the Endangered Species Act, the National Environmental Policy Act, and the National Historic Preservation Act.

In June 2020, U.S. District Court Judge William J Martinez vacated the ITP issued to NPPD and remanded the matter to the U.S. Fish and Wildlife Service for further review. That’s where it stands.

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**PARTNERSHIP**

August 27, 2021

TO: OCTA Board

FROM: Bill Martin, PNTS Liaison & Legislative Chair

RE: PNTS/Legislative Update

The Partnership for the National Trails System (PNTS) is sponsoring a Virtual National Trails Workshop Monday, November 1, through Thursday, November 4. Registration is now open by visiting [www.pnts.org](http://www.pnts.org) and clicking on the Workshops tab. Cost is $75 for OCTA members.

Highlights of the Workshop include themes of trail land conservation, collaboration and engagement, and strengthening organizations and partnerships. Sessions will include trainings, topical discussions, presentations on emerging land conservation policy, advancing land conservation on trails (with separate tracks for beginners and more advanced participants), working with Conservation Corps programs, moving beyond land acknowledgments, ethical storytelling, and more.

The keynote speaker will on November 1 will be Anapama Joshi, whose topic will be “Let’s Tell a New Story,” with a focus on using narratives to tell stories in different ways to help reach new partners and funders.

The workshop program will be updated regularly on the PNTS website at [www.pnts.org](http://www.pnts.org).

Planning is moving ahead for the annual Hike the Hill legislative event in Washington, D.C. A final date has yet to be set, although it will likely be held in March as a combination virtual and in-person event.

Efforts to promote OCTA’s two federal legislative priorities are moving slowly.

Senator John Boozman of Arkansas has committed to reintroducing his Butterfield Overland Trail Designation Act, although when that will happen is uncertain. A priority continues to be finding Democrat sponsors so the bill will be bi-partisan in nature. Copies of OCTA’s new Butterfield Trail brochures have been provided to Boozman’s office.

This fall and winter, we will focus on securing a lead sponsor for the 4-Trails bill that will add several thousand miles of routes and segments to the existing Oregon, California and Mormon National Historic Trails. This will be fairly complex legislation because it involved adding 26 historic emigrant routes in 13 states, adding 7,589 miles to existing trails. We also hope to secure legislative approval for a new feasibility study of routes that had been excluded because they fell outside a narrowly defined “period of significance” in the National Trails Act. It also is likely to require an amendment to the Act.

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Directors and Officers of the Oregon California Trails Association

The time has come for a new Chairman of the Membership Committee. As of this time, I formally submit my resignation.

There is no more important committee than the Membership Committee. You all see the statistics and the continual decline in our membership numbers. I have always been a budget hawk, trying to keep our spending within our income without delving into our endowments. However, I am afraid we will run out of members before we run out of funds. At some point we will reach a low point in numbers where we will not be able to accomplish the long held and cherished goals established by our founders. Some chapters are already there.

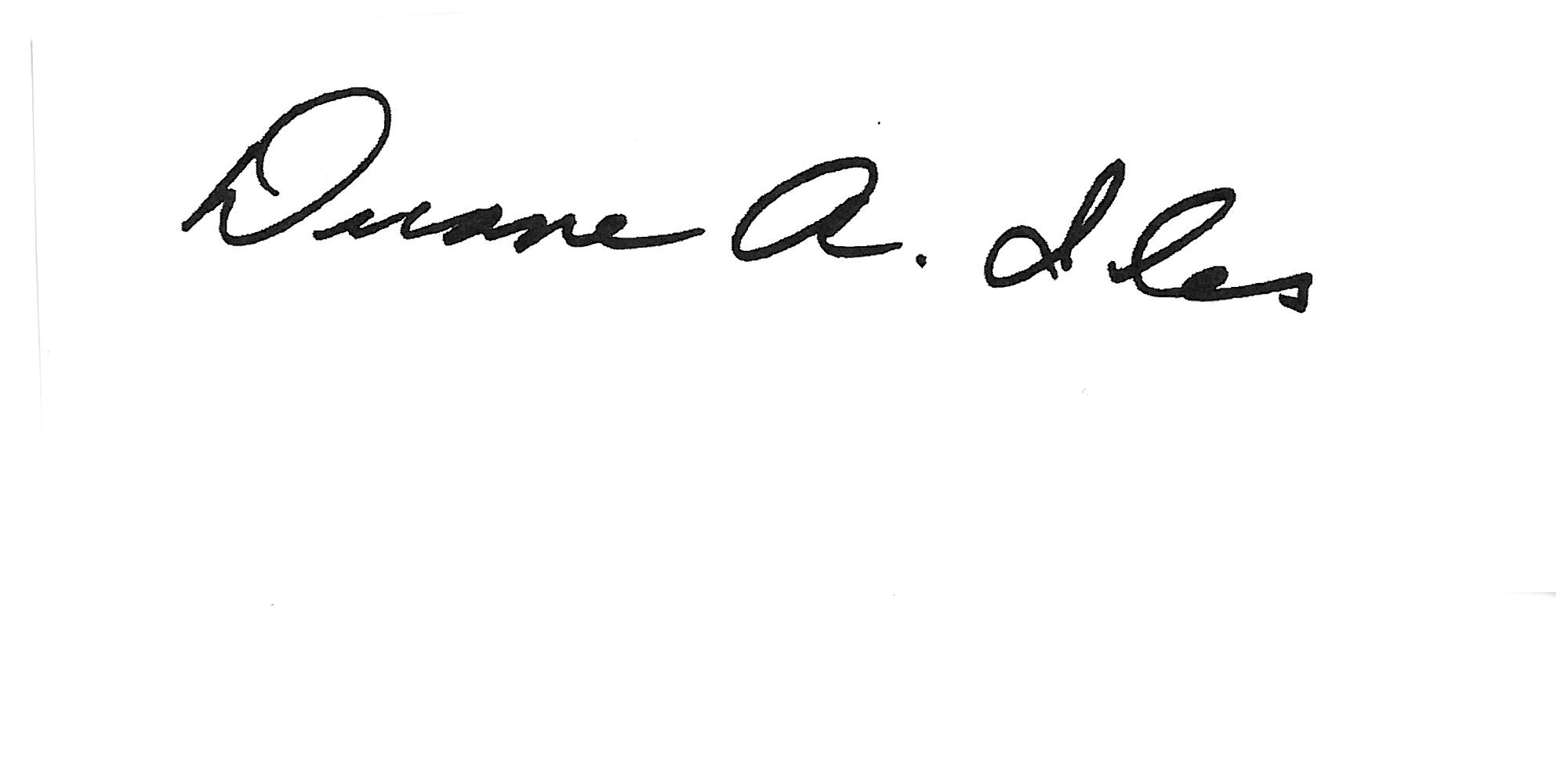
Membership Chair 'is perhaps the most challenging and thankless job we have. It is not nearly as fun as preservation, mapping/marking, or even being president. I hope a dedicated and ambitious individual will soon be selected. We need new ideas. In my years we tried contests, gimmicks like bandanas and challenge coins, business sponsorships, expensive advertising, purchasing targeted mailing lists, and many other things with virtually no success.

Travis has had success in gaining new members from his efforts on social media. I think this has added a number of new members to the national organization and customers for our store. However, as I look at these new acquisitions not many join a chapter. So, this does not help our chapters. Also, I believe data would show that people that join through chapters tend to stay members longer. That is where it is at!

For many years I have kept monthly membership numbers. They do not lie, we are in decline. Dave’s graphs are even more dramatic. We need an additional bit of data. With the exuberance over new members resulting from social media, I think a code should be added telling where a new member learned about OCTA. When you look at the non-renewals I send out, you see that one-half or more are one or two years and done. I suspect these non-renewals are from the social media joiners.

Going forward, I hope a replacement is named very soon. We must reverse the continual decline in members. I wish this individual great success. I will always be available to assist or discuss the issue.

Happy Trails,



Duane A. lies Membership Chairman

MEMBERSHIP REPORT

Dear Colleagues,

This will be my final report to the National Board of Directors. I am afraid, it will be the same sermon with a few updates. The good news is that you will not have to put up with any more from me. It has been a disappointing challenge to try to stem the bleeding we experience. It has been rewarding and a pleasure to work with many who are dedicated to keeping OCTA strong and viable.

There are a great many reasons why people no longer feel the need to belong to organizations.

Probably some of the salient issues are a mobile society that does not really stay anywhere long enough to sink roots, the decline of personal relationships through the pervasiveness of electronics and social media, revisionist historical interpretation without understanding the times of historical events, etc.

Some of these things have led to an "a-la-carte" attitude of taking what you want without becoming a member for more than a year or two. A case in point is putting all our journals, diaries, and other intellectual properties online. A pretty low price for this valuable material.

Membership is composed of two issues, recruiting and retention. Let's start with keeping with what we have. We cannot affect the actions of aging and the grim reaper. What we can do is improve our product and give our members more benefits. For those not on social media, similar material needs to be placed on-line through e-news or similar ways. Camille Bradford has conducted many Zoom programs open to all, members of Colorado-Cherokee or not. These need to be further promoted and recommended. They are great. Southern Trails is joining in putting forth similar programs. It must be remembered that Chapters are the bedrock of OCTA. There needs to be greater emphasis placed on strengthening ALL chapters. Most members do not attend conventions. Benefits need to be created for all members.

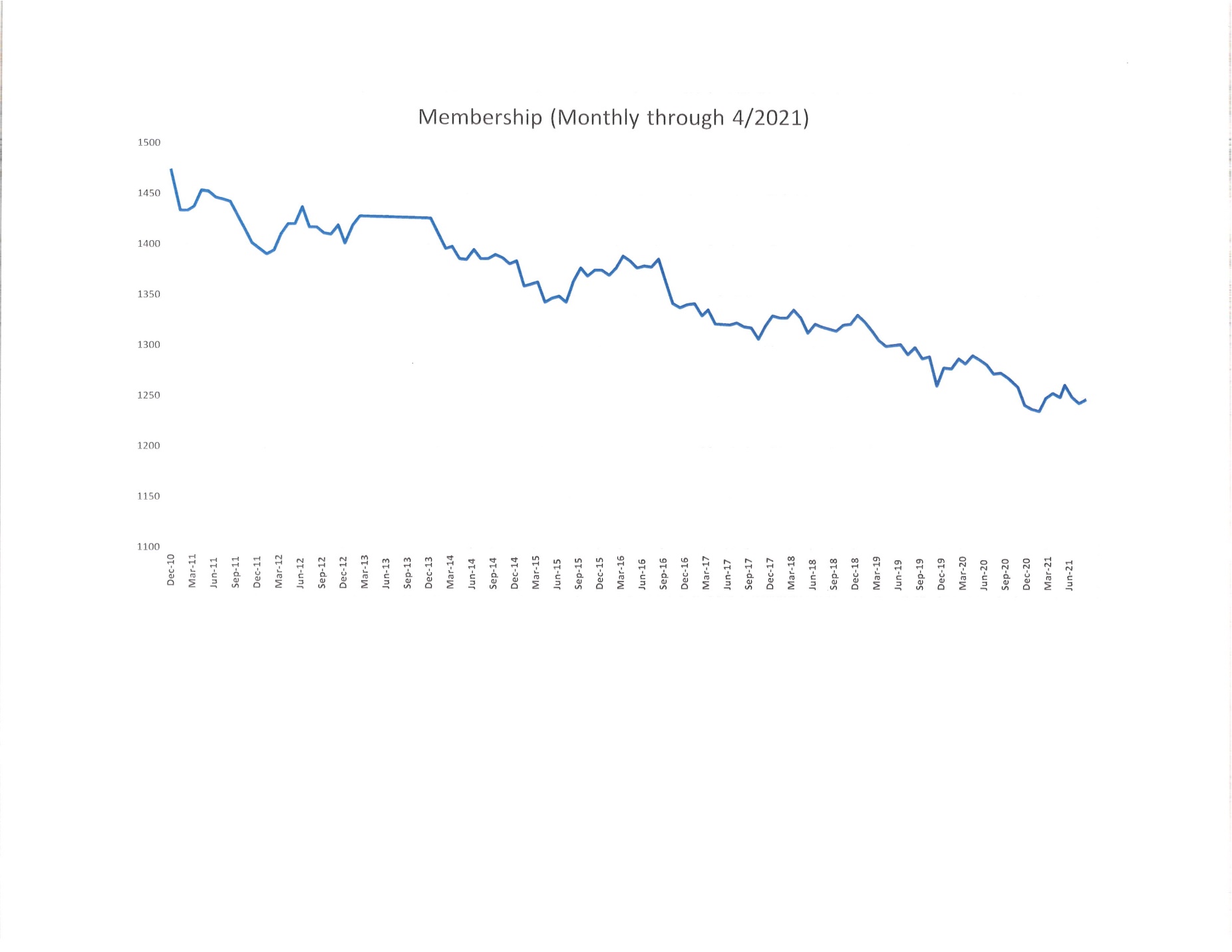
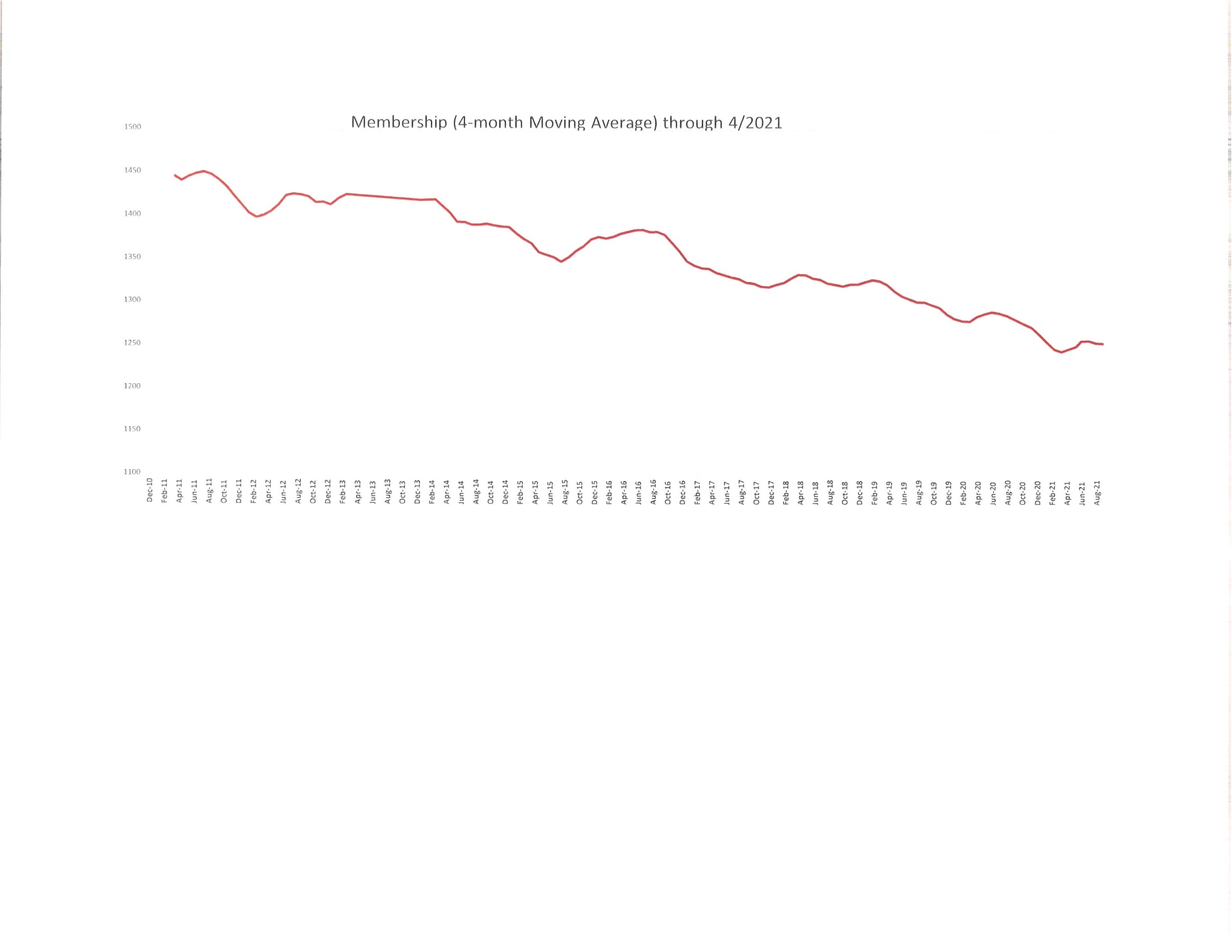
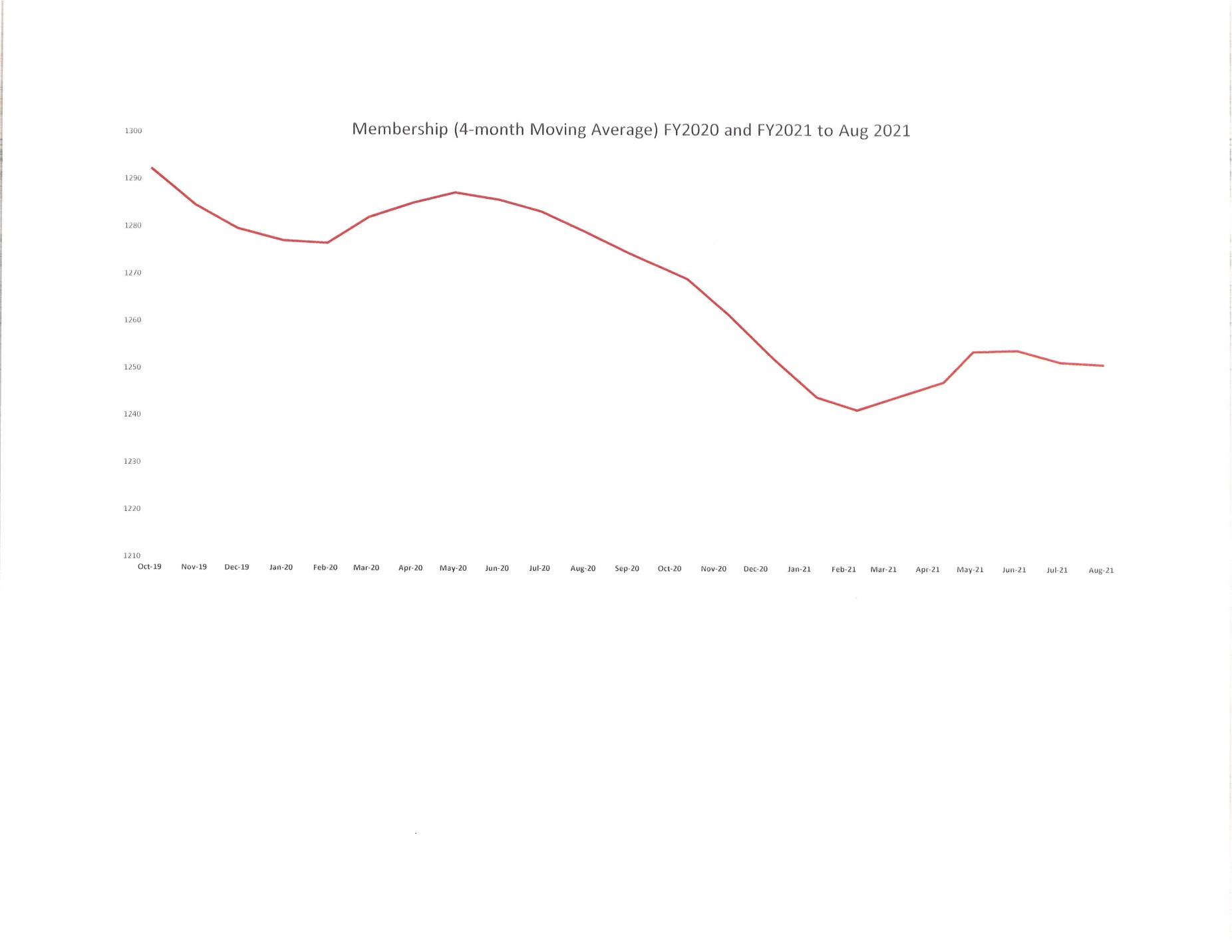
Recruiting new members is the other side of the issue. It has now become a two-pronged approach. Due to the aggressive move into social media, this is a major source of new members. I believe that the majority of these members stay no longer than a year or two. That is a short-term financial gain but does not help advance the goals of OCTA in our five-year plan. We need to have all members coded with respect to how they heard about OCTA and joined. That would give us greater documentation about success of recruiting and how long new members stay.

I believe we had greater success when a majority of members felt like they were recruiters. People recruited by other members or by chapters have a tendency to stay longer. These folks strengthen the organization and help advance our goals.

In any event, OCTA has to elevate Membership to our Number One goal. Finances are doing well, and I personally believe we will runout of members before we run out of money. Preservation is happening, and we have assistance from other partners. The decline of our membership numbers is inexorable. We will at some time reach a point where we cannot perform many of our goals. I will always be available and dedicated to OCTA.

Membership numbers and charts created by Dave Welsh are included. I am grateful to all the good people who have worked to maintain our membership, especially Kathy Conway, who' s assistance is invaluable.

My very best regards….Duane A Iles, Past President

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| --- | --- | --- |
| Bella Media Services, LLC | | |
| 215 South Lynn Street | | |
| Independence, MO 64050 | **DATE:** | 08/30/21 |
| Phone 816.456.7086 | **FOR:** | *OCTA* |
|  |  | *Websites* |

**Octa-journals.org and Octa-trails.org Website Updates and Hosting for 2022**

* Update plug-ins and any other routine updates on the back-end of Wordpress on octa-trails.org - Quarterly ($350 quarterly)
* Update plugins and any other routine updates on the back-end of Wordpress for octa-journals.org ($350.00 bi-yearly)
* Octa-trails.org yearly website hosting through Dreamhost.com - due May of each year: $194.00 yearly
* SEO Program for octa-trails.org: $75 mt./$900 yearly for the life of the organization.
  + **Total:** $,3,194.00 yearly
* Consider saving approximately $1,000 additional technical services fees in addition to the above that would be available to cover any unexpected projects or needed updates that would arise on both sites that are out of the scope of the quarterly and bi-yearly routine updates.

**Other octa-trails.org projects for 2021-2022:**

* + Video/Audio Subscriptions configuration and new page(s) added to the store to offer another valuable service to members and drive more monthly revenue.
  + Total Fee: $850 - $950

**ADA Compliance Project for octa-trails.org Website – Begin 4th Quarter 2021**

**Website Statistics:**  
Website Pages/Posts/Media to be scanned or modified for ADA compliance.

Following number of contents on website to be addressed:

* Pages: 55
* Posts/Articles: 240 +
* Media (images/photos): 1000+
* Products: 400+

**ADA Compliance Project for octa-journals.org Website – Completion early September 2021**

* Total Fee: 850.00

**To make the website ADA compliant, we will perform these tasks:**

* Audit the website for ADA compliance and figure out the changes required.
* Modify the website contents wherever required. Some of the modifications are listed below.
  + Adding text instead of image for verbiage
  + Adding alt tag descriptions to all the graphics used on pages.
  + Changing the color of the text and links if required.
  + Adding labels to form fields.
  + Make the website navigable for using a keyboard.
  + Option to increase the text size of verbiage.
  + Other numerous tasks will be reported at completion of the project.
* Test the website for ADA compliance after modifications.

**Total Fee:** $2,700 to $ 3,000

**Duration:** 10-12 Weeks

**Optional Program Offer in 2022**

Google My Business/Maps set-up for each OCTA Chapter: $300 bundle rate per chapter set-up. This program helps online searchers find local chapters information/websites through Google easily and efficiently – it literally puts the chapters on the Google Map where over 90% of people go to search for everything online. No monthly fees as the service to list on Google is free. We help with the technical set-up of the listing and offer a free Google Post and how to make Google Posts weekly. https://www.google.com/business/business-profile.

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To: OCTA Board/Officers

Fr: Bill Hill Publications Committee Chair

Ref: August 2021 Board Report

First, I would like to thank the Board, the officers and HQ for their continued support of our publications. I would also like to thank the Publications Committee members for their assistance. Their work and cooperation are truly appreciated. I also thank our editors Jay Lawrence and Bob Clark for their professionalism, fine work and dedication to making and keeping our two publications as works which every OCTA members can feel proud of. Thanks also to the OJ editorial board which often goes unnoticed.

Since the winter Board report the two major items the committee worked on and completed were the selection of the recipient for the Merrill Mattes Award. This award is presented to the author of the Overland Journal’s article that best reflects the high standards of historical research, writing and scholarship that is associated with Merrill Mattes’ work. The committee’s selection was Jerry Eichhorst for his article, “The Jeffreys Route Across Idaho and Attacks on Wagon Trains in 1854.” Jerry will attend the awards dinner where he will receive his award. Because the 2020 convention was cancelled last year, Richard Rieck, last year’s Merrill Mattes Award, was also invited to attend this year’s dinner to be honored. However, Richard is not able to attend the convention or dinner.

The Publication Budget for this coming year was developed and sent to HQ and the Board for their review and action. We thank the Board for their continued support of our publications.

After discussion concerning the position of Jay Lawrence as editor for the “News From The Plains” the Publications Committee recommended that the board approve a new contract with Jay for a three year period replacing his two year contract which has expired. The committee also discussed Bob Clack’s contract as editor. Although Bob’s contract will not end until a year from now, the committee also recommended that the board consider approving renewal of Bob’s contract at this time, but no later than the winter board meeting. Any additional changes in both contracts would be effective when their initial contracts expire and new ones are approved.

Continued contacts with libraries are still being made to offer a limited number a free one-year trial subscription. Covid is still having an impact, especially on the magazine sections. We hope to hear from those offered by the time of the board meeting. Additionally, all members are encouraged to contact their local public library to ask if they would consider carrying the *Overland Journal* in their magazine section.

Discussions within the committee were conducted to add a new column – “Meet our Members” to the **News From The Plains**. Contacts with some of our newer members are presently being made. We are also looking into the possible future expansion of NFTP. More info. on both items should be available at the meeting.

Also included below are comments/reports from our editors. All members are encouraged to contact our committee or the editors as they feel the need arises.

**The publication of the student calendar “Indian & Emigrant Foods” has been completed. The students have been notified and their prizes sent out. Calendars may be purchased for $10.00 during the convention or through HQ. The theme for the 2023 calendar is “Mountain Men, Indians and Emigrants, Trade and Trade Goods.”**

**There were no applicants for the Outstanding Educator Award. Volunteers are needed to assist.**

(OCTA-PubCom-BoardReport-August2021)

*Overland Journal.* Report of the editor, August 2021

*Overland Journal* editing and publishing remains on schedule, and the upcoming 2022 year is in good shape. By the time this report is presented to the board, four new issues will have arrived since the August 2020 board meeting: Fall 2020, Winter2020/21, Spring 2021, and Summer 2021, the latter with a focus on the opening of the California Trail and the Elko area.

The Fall 2021 issue is in final development. It will contain an article by Frank Tortorich on Tragedy Springs, a contribution by Camille Bradford on Julius Stone and the development of the NPS’s William H. Jackson collection, as well as our annual Hall of Fame tribute. We will also honor this year’s Merrill Mattes Award winner, “The Jeffreys Route Across Idaho and Attacks on Wagon Trains in 1854” by Jerry Eichhorst.

The Winter 2021/22 issue will focus on the Civil War in the West and its impact on the trails. I have articles, either complete or in final revision, for the first three issues in 2022. Roughly 20 articles are currently being reviewed and considered for publication.

As always, we give a nod to designer Ariane Smith of CapitalA Publications for the outstanding appearance of all our issues. In addition, Ariane proofreads each issue during typesetting and design, saving your editor from numerous embarrassments.

I’d like to note that since our move to Sheridan for printing and distribution, and for the addition of color to the issues, we have been saving approximately $1000 per issue compared to our previous printer.

A detailed schedule of production and distribution is being developed for 2022 and will be shared with our editorial board and headquarters.

I contacted approximately 70 businesses in Elko regarding advertising in the Spring and Summer issues of *Overland Journal* with limited success. I will be contacting all the speakers at the Elko convention to encourage them to submit papers to OJ for publication.

Several members of our editorial board have been of considerable help to me in the past few months. Their work is much appreciated.

With respect and in service,

Bob Clark

Report of the “News From the Plains” Editor. August 2021

Like the rest of the world, News from the Plains had some challenges during the quarantine. Since folks couldn’t meet or travel, chapter reports shrank, meeting and conventions were postponed and content for publications was thin. This predicament has turned around dramatically as we make our way towards a return to normal. Our last two issues have been packed, and now the challenge has become making everything fit within our page count limit.

We are looking forward to a new column started by Bill and the Publications Committee called “Meet the Members.” This will introduce some of our new members and help us welcome them into OCTA. It will debut in the Winter Issue.

Additional good news: Officer and Chapter Reports have become much timelier over the last several issues, and the window for production has improved quite a bit.

This is probably a good time to consider some flexibility on page count in future issues. We currently work within a 24 page limit for each issue and regularly fill that, often bumping articles to the next issue and shrinking photos to make room for critical and time-sensitive material. Our Preservation report has grown with our expanding efforts and there is every indication that there will be increased news to report as we continue work on Strategic Plan goals. Since this publication is also printed, it is built in four page signatures, so expansion would be to 28 or 32 pages, as needed. Knowing that we could have those extra pages when needed would be terrific.

Jay Lawrence, News from the Plains

[To Agenda](#Agenda)

**CHAPTER REPORTS**

 **CALIFORNIA-NEVADA CHAPTER**

**OREGON-CALIFORNIA TRAILS ASSOCIATION**

Looking back on 2020, the California/Nevada Chapter of OCTA began to feel some relief from the Covid 19 crisis that brought almost all trail activity to a halt. With the promise of vaccine immunity, we were beginning to resume our planning and activities. Then news of the Delta variant and its effects began to cause some concern. But with caution, social distancing, and wearing masks, we continue to be actively involved in OCTA’s mission to protect the Historic Emigrant Trails legacy by promoting research, education, preservation activities, and public awareness of the trails, and to work with others to promote these causes. Our chapter remains strong with 385 members and financial security.

Last year, Bill Holmes led several one-day trips to the Johnson Ranch and Camp Far West military site at the end of the California Trail to do metal detecting in order to confirm authenticity of the trail’s suspected route, with a great deal of success. More work will be resuming when the weather again becomes more conducive to the work of walking and digging artifacts.

In June of this year, we had planned to hold our annual Spring Survey with Trails West and BLM archaeologists to metal detect and confirm a newly discovered alternate emigrant route to the Truckee River. But we had to cancel due to problems getting permission to cross some private property and some Native American Reservation land. Jon Nowlin is working on getting permission, and we hope to do the survey later this year or early next.

Also in June, we led a group of eleven members on a fun tour of the Nobles Emigrant Trail from the Black Rock Desert through Smoke Creek Desert and Smoke Creek Canyon, by Lassen National Park, where we camped for a night, and then on to Old Shasta City where the trail ends.

Under Helen Hankins leadership, we are actively working on plans for the national OCTA Convention in Elko Septembern13-16. We have an excellent list of speakers, presenters, and tours planned. All attendees will be required to show proof of having been vaccinated for Covid-19.

Following the convention, Roger and Karen Gash will lead a fun trip on the Hastings Cutoff on September 20-21.

The end of September, we will have another group tour of the Applegate/Lassen Trails from Rye Patch Reservoir on the Humboldt River, through the Black Rock Desert and High Rock Canyon to Goose Lake in California. The tour is designated the “Chuck Dodd Memorial Tour” because he led a similar tour after the 2010 national convention in Elko. Chuck passed away this past year.

This fall, we will be working with Dave Freeman at Peter Lassen’s Rancho Bosquejo site. It was the end of the Lassen Trail to California. Some 8,000 – 9,000 Forty-Niners (a third of the 1849 Gold Rush) came over this trail, as the other trails had been depleted of grass for oxen by previous hordes of emigrants and their oxen by the time the last of the emigrants were arriving in Nevada. The Lassen Trail was longer but provided grass and a lower and less dangerous entrance into California. We will be doing a metal detecting survey to confirm trail routes coming into the ranch.

CA/NV OCTA is also planning our 2022 Spring Symposium to be held beside the Nobles Trail at the Gaia Hotel and Spa in Anderson, California, which is near where people on the trail ferried across the Sacramento River. We will have The Voices of The Golden Ghosts do historical enactments and historical presentations about the African American influence and contributions during the Gold Rush in Northern California. Much of the history of their involvement in the Gold Rush has been lost, and this group is doing an excellent job in reviving it.

Peace and Happy Trails,

Ken Johnston

President of CA/NV OCTA

Email: kljstn@msn.com

Phone 541-883-7671

The Oregon-California Trail Association is a 501(c)(3) nonprofit organization EIN #84-0962140

**CA-NV OCTA Chapter - Post Office Box 1521 – Yreka, California 96097 – Email:** [canvocta@gmail.com](mailto:canvocta@gmail.com)

MEMORANDUM

To: OCTA Board

From: Camille Bradford

Date: August 29, 2021

Colorado-Cherokee Trail Chapter Report

The Colorado-Cherokee Trail Chapter is continuing its series of Zoom events.  Our event on August 28 was a presentation by Dr. Jeff Broome, historian and author of books and articles on the Plains Indian wars in Colorado, Kansas and Nebraska.  Upcoming events include:

* September 25: *Emigrant Trails Hall of Fame* - Presentation by the national organization's Hall of Fame Committee on the new inductees for 2021
* October 16: *The Oregon Trail is Big Business* - Roger Blair
* November 20: *Finding the Oregon Trail Route to the Whitman Mission*- David Welch
* December 11: *Go West, Young Man: A Father and Son Rediscover America on the Oregon Trail -*A visit with B. J. Hollars, professor at the University of Wisconsin-Eau Claire, author of this new book.

Chapter board members Bruce Watson and Sharon Danhauer gave a presentation, *Mapping the Cherokee Trail Through Colorado*at the Loveland Museum in July, a joint event with the Loveland Historical Society.

Bruce Watson, Ethan Gannett and David May will be attending the pre-convention Mapping Workshop in Elko.

**Annual Report of Gateway Chapter to the Oregon-California Trails Association**

**Board of Directors**

**August 22, 2021**

Gateway Chapter has spent 2021 managing to function through the roadblock of Covid 19.

The following were elected as officers and board members at our November 2020 zoom membership meeting:

Jackie Lewin, President

Carole McClellan, Vice-President

Sandy Smith, Secretary

Fred Sawin, Treasurer

Corky Smith, Preservation Chair

Bill Leppert, Program Chair

Dave Berger, Nominations Chair

At Large Board Members: Mary Conrad, Dr. Robert Corder, Jerry Mogg, Shirley Myers, Diane Waddell, Cindy Weaver.

Due to the small number of local members in our chapter, we felt the need to partner with like-minded groups to increase our exposure and provide meaningful programs. These were:

May 8: Corky Smith represented Gateway and the Doniphan County Historical Society at the Big Kansas Road Trip. Tourism to northeast Kansas was promoted by the State. Corky reported that several members of OCTA came to Troy, Kansas, and he took them on a tour of the St. Joe Road in Doniphan County.

Late May: Gateway Chapter provided a trail exhibit at the Robidoux Row Museum. Bill Leppert and Cindy Weaver headed the project assisted by Gateway members.

June 12: Partnered with Remington Nature Center in a program on the Historic Missouri River in Northwest Missouri. Approximately 30 attended the Saturday morning program.

August 7: Joined with the Trails Head Chapter in a picnic at Lone Elm Campground. Trails Head/Gateway member Mary Conrad spoke about the historical significance of the site and why it was called Lone Elm. This was an excellent opportunity to get to know OCTA members of our region.

September 13-16: Several Gateway members plan to attend the Elko Convention. We are very pleased that our member Jerry Mogg was elected to the OCTA board and is serving as acting treasurer.

October 2 (Saturday) Gateway is sponsoring a bus tour in commemoration of the anniversary of the Santa Fe Trail. Ross Marshall will lead the tour of the trail in the Kansas City area. This is the first tour since Covid so we don’t know what the response will be. Both Gateway and Trails Head members are invited (as well as guests). Vaccinations will be required, as well as masks.

November 9: Our annual membership meeting will be held. It is usually a dinner, but due to Covid, that is under consideration. New officers and board members will be elected at that time.

Gateway, like many other organizations, suffers from aging membership. We are conscious of this and are actively looking for younger members to carry on our goals. Wish us luck on this! However, we have a dedicated board group who enjoy each other’s company and the study of the trail in our area.

Submitted by

Jackie Lewin, Gateway Chapter President

Idaho Chapter Report August 2021

By Jerry Eichhorst

The Idaho chapter is resuming activities on a limited basis. Chapter membership and finances are stable which is good considering there have been no classes or outings for over a year.

About 20 people came out for a work day in June at the Canyon Creek stage station. The BLM was able to have a roof installed on the restored stone building this spring. The work detail removed two pickup loads of concrete and brick rubble, took out 200 hundred feet of chain link fence, and removed 60 feet of ancient overgrown trumpet vines. The station looks amazing as shown in the picture below. Windows and doors will be installed when arranged by the BLM.

About twenty people attended the spring chapter meeting on May 8 which was a digital Zoom meeting. The fall chapter meeting is scheduled for October 23 in Boise.

A 3-day outing is being planned for August 19-21 at City of Rocks and the California Trail. We will work with cadaver dogs to check possible graves discovered two years ago in COR on the first day. The next two days will be a preview and training opportunity of the pre-convention tour being led by the Idaho chapter.

The sign project for Lane's Grave on the Lander Road in eastern Idaho is progressing well. Multiple reviews of the signage have been conducted and they are nearing completion of the design and content.



KANZA Chapter

Report to the Board of Directors

August, 2021

It has been a quiet year for KANZA Chapter, due in large part to concerns over the virus. We essentially put all events and activities on hold. Despite this, members have been actively engaged with individual projects and working with other organizations. We had a presence at the Beach Boys concert at Alcove Spring that saw an attendance of over three thousand people at the park. Many of our members have taken part in Zoom programs presented by Colorado/Cherokee and Southern Trails chapters. This has been a valuable benefit to our membership and we thank Camille who started this. We have co-hosted one program and will another later this year.

We will be co-sponsoring the Oregon Trail Trek with Alcove Spring Preservation Association. It is a run/walk/bike event held annually on the trails of Alcove Spring Park. A one mile walking loop connecting the historical portions of the park is led by one of our member historians. We hope to have a driving tour of trail sites in our area and investigate the status of our carsonite markers. We will repair or replace damaged ones. Our members will continue to inspect the condition of National Park Service signs in our area.

Members of our chapter are working closely with the Alcove Spring organization to remodel a building that will be home to a trails museum and research library. It will also be the Alcove Spring headquarters and museum/archive. We recently received an additional five hundred history volumes from our generous donor, Professor Michael Tate. He has donated the research materials for his many historical books, as well as about a thousand related books. Many can be loaned out, with the rest available for research. This will be a real treasure.

Duane A. Iles

President

KANZA Chapter

NORTHWEST CHAPTER

OCTA BOARD REPORT

March – August 2021

We held our Chapter Annual meeting on April 17, 2021 by Zoom. We decided to make this meeting informational and fun. Roger Blair presented his program on Advertising the Oregon Trail (photos of businesses using the Trail as a business name): Dave Welch presented a Mapping and Marking program: and Robin Baker presented slides made by Jim Tompkins of the Barlow Trail. We managed to reach a number of our members and they expressed their appreciation for something other than a business meeting.

Chuck Hornbuckle, Membership Chair, reported that the Chapter now has 248 members in spite of the pandemic. Chuck became ill in April and had to give up his position. He moved to Tennessee to be near his son, and it is taking 3 of us to manage the Membership files. We miss him every day.

Glenn Harrison, Treasurer reported that we have $24,505.72 in the bank at this time. We have to make our match on the Oregon Community Fund Grant soon, and we other obligations and bills to take care of this fiscal year. Some of the funds are earmarked for special projects.

On July 17, 2021 we held a Board meeting by Zoom. The treasurer reported that we have 22,435.72 in uncommitted funds, and that he would like to place at least $15,000 in mutual funds. Board members suggested that he talk with several brokerages to see what the fees are and agreed to work with him in suggesting brokers.

We also discussed having a General Meeting in the Fall where we could have the membership attend in person. It was suggested that we try to meet at Borst Park in Centralia, WA on Oct. 9th. We hope that the pandemic will lessen by then. The president asked for names of presenters who would be willing to speak. The Newsletter Editor will place a request for speakers in the next Newsletter.

The President mentioned that there was a need to provide a central place for the Chapter members’ Historical collections. She suggested that a Storage Unit might be rented in Oregon City to house the collections (we now have 5 stored in garages in the two states). The Board agreed to look into the possibility and to work toward a grant to assist in the project. She mentioned that the OCTA Collections Committee was just formed and might develop a proposal for housing the materials in the future.

We have 3 vacant positions on our Chapter Board at present: Vice President; Membership Chair: and Mapping and Marking. It has been very difficult to find persons willing to take office since we have been blocked from meeting in person. We plan to send out notices through the Newsletter describing the duties of the positions and inviting members to consider taking the positions.

Five more T-Rails have been purchased through the Oregon Community Fund grant, and they are ready to be placed. I was notified this week that two of them were placed at the end of July.

Jenny Miller was awarded the Richard and Trudy Ackerman Meritorious Achievement Award for 2020. She has been instrumental in placing signage at Trail sites, and has involved her Eagle Scouts from Hermiston, OR in placing at least 7 T-Tails.

10 of our members were able to take a guided tour (by car) of the Oregon Trail from Pendleton, OR to Fort Nez Perce on the Columbia River the last weekend of June. The tour was done under the “heat dome” of that weekend. Temperatures of 110 to 115. Dave Welch and Sam Panbrum led the tour and Dave also prepared a set of maps for our use.

Roger Blair attended and spoke at the National Trail Day at OCTA headquarters. The Memorial Bench in honor of Greg Franzwa was dedicated that day. Roger was instrumental in gathering the funds for the Memorial Bench.

Sallie K. Riehl, Northwest Chapter President

TRAILS HEAD CHAPTER PRESIDENT’S REPORT FOR OCTA -- August 2021

President: Lila Aamodt

Vice President: Jean Coupal-Smith

Secretary: Mary Conrad

Treasurer: Kelly Breen

Our membership totals about 82

On National Trails Day, we helped celebrate the **200th Anniversary of the Santa Fe Trail** near Baldwin City, KS (west of Gardner) with a dedication of a **new walking trail around** the Black Jack Ruts. Those deep wagon swales are adjacent to the Black Jack Battlefield where locals say the Civil War began June 2, 1856 when the abolitionist John Brown led a free-state militia in an attack on the camp of a pro-slavery militia encamped along the Santa Fe Trail. We also participated at OCTA headquarters in Independence with a **dedication of a bench remembering Gregory Franzwa**. Gregory was a founder of OCTA in 1982 and passed away in 2009. Trails Head member and past OCTA president **Ross Marshall** gave remarks.

**The most detailed maps of the Santa Fe Trail available anywhere** can now be found at [www.kansasmemory.org/category/14145](http://www.kansasmemory.org/category/14145). This is the result of the digitization of the 262 USGS topographic quadrangle maps on which Kansas City Area Historic Trails Association’s founder Lee Kroh marked the Santa Fe Trail from Old Franklin, MO to Santa Fe, NM as well as other historic trails in the Kansas City area. This project began with the passing of Lee Kroh in 2019 and was completed in time to help mark the **200th Anniversary of the beginning of the Santa Fe Trail**.

In August we held a joint picnic meeting with **Gateway Chapter** at the **Lone Elm** campground. **Jackie Lewin**, president of Gateway Chapter, brought us greetings and summarized the many projects they are involved with. **Ross Marshall** traced the long history of Lone Elm from its early use in the early 1820s when it was called Round Grove through heavy use that reduced its moniker to the single tree. **Mary Conrad** read excerpts from diaries she had located that touched on Lone Elm. **Travis Boley** gave an impressive overview and perspectives of OCTA activities and read a report from **Preservation Officer Pat Traffas** of an upcoming review of trail signage in Douglas County, KS. Lastly **Gary** **Hicks** talked about the many ways we partner in our lives and among our trail groups. In spite of the heat and humidity, we ended with a walk along Cedar Creek where the pioneers would have camped.

Trails Head Chapter again sponsored **OCTA’s calendar contest** for first through fourth grade classes at the John Paul II school with the theme of “Wild Creatures Encountered by Indians & Emigrants.” We were blessed with **five winners**. Calendars are available at Convention.

Lila Aamodt

**Utah Crossroads Board Report** for Sept. 2020 to August 2021

Steve Allison, President

**Tours**

The Crossroads Chapter has been busy hosting a series of tours. We continued our six-tour series of the Hastings Cutoff through Utah with the following tours:

1. Henefer, Utah, through the Wasatch Mountains via Emigration Canyon to Donner Hill.

2. Donner Hill to the Jordan River crossing.

3. The Jordan River to Tooele (Benson Mill) Grantsville at the Donner Museum. (two tours)

4. Grantsville through Skull Valley to Hope Wells. (Located wagon wheel iron marks on trail rocks).

5. Horseshoe Springs to the top of the Grayback Hills with a view of the Salt Flat crossing.

In addition to those, we toured the Bavelas Century Farm and Eli Anderson’s Wagon Land Adventure.

The attendance at each tour was excellent, with 40-50 participants at each one.

My wife and I toured the Lewis and Clark trail in Montana and North Dakota with our truck and travel trailer. We also toured the Lewis and Clark trail in Washington state, including the interpretative center in Ilwaco, WA.

**Projects**

1. Catalogued the trails journals and research documents set up in the Utah State Historical Archives.

2. Participated as judges in the Utah State Historical Day contest and awarded three cash prizes for students whose displays, performances, and research papers on rails and trails were outstanding.

3. Worked with NPS, HOA, Lakepoint Cemetery and Parks leaders, Ensign Property Development, and others to preserve the Emigrant Park area in Lakepoint, Utah, where pioneer-era trail swales and the Benson Canal, dug by hand in the 1850s are located.

4. Set up two new T-Post makers in Utah, marking original pioneer trails and camping locations.

Wyoming

There’s lots to report from Wyoming this summer, beginning with three trails treks so far completed out of five planned, news of a proposed new road across state land near Casper that would cut through some dramatic swales, and likely future collaborations among the LDS Church, public lands agencies and OCTA over ways to improve the visitor experience around Martin’s Cove and Devil’s Gate.

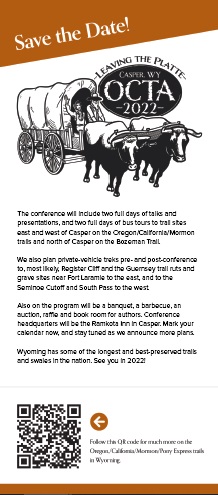
The were sponsored and organized by staff at the National Historic Trails Interpretive Center and led by longtime Wyoming OCTA Preservation Officer Randy Brown. All drew nice crowds—two dozen or more people. On the first, June 22, we followed the Oregon/California/Mormon trail along the south side of the North Platte River from Fort Laramie to a spot east of Glendo, Wyo., with stops at the Mary Homsley grave, Mexican Hill and Porter’s Rock, named for Brigham Young’s bodyguard, Porter Rockwell. The second trek took us from La Prele Creek west of Douglas, Wyo. and the 1843 grave of Joel Hembree, earliest known grave on the Oregon Trail past Mary Kelly’s grave and several more to the Quintina Snodderly grave east of Casper. The third trek, the longest and most dramatic, began at Scotts Bluff National Monument and wound west through Robidoux pass to a cluster of sites near the Nebraska-Wyoming line, including big swales at the place where Brule Sioux warriors attacked a mail coach in November 1864 to avenge the death at the Grattan fight that year of their chief, Conquering Bear. All these sites have stories with them, and Randy was able to tell them all. We look forward to a fourth trek Aug. 31 over McKinstry Ridge on the Child’s Cutoff north of the river later this month, and to a hike Sept. 28 through Emigrant Gap west of Casper. For more information, contact Jason Vlcan at the Trails Center at

Also this summer we’ve begun monitoring a proposal by the town of Evansville, Wyo., just east of Casper, to build a new road on the north side of the North Platte purportedly to guarantee access for emergency vehicles to the part of the town north of its railroad tracks, should passage through the town ever be blocked by a train. The road would cross a section of Wyoming state land that includes dramatic swales. The soil there is sandy; wagon wheels left deep impressions on the landscape. Reshaw’s Bridge, the main North Platte crossing in the early 1850s, crossed the river here. On the north end of the bridge were a blacksmith shop and other buildings. A road could also disrupt any chance of ever completing any systematic archeology on the site. One source has told us construction could begin as early as this fall, but officials at the State Lands Office seem to think the proposal isn’t that far along, and will most likely be complicated by the existence of a lot of oil and gas pipelines nearby. We’ll see.

The LDS Church’s Mormon Handcart Visitor’s Center near Devil’s gate, about an hour’s drive west of Casper, was established more than 25 years ago to tell the story of the handcart disaster of 1856, when many members of the Martin Handcart Company camped and died nearby. At the same time, A BLM-administered highway rest area overlooks the church site and offers sweeping views up the Sweetwater Valley along with interpretive signs telling more stories of the hundreds of thousands of emigrants, traders and freighters who passed the spot during the peak trail years. At this point all branches of the trail narrowed into one through low hills at Rattlesnake Pass. There, on state land, lies the 1847 grave of young Frederick Fulkerson, signed with an OCTA interpretive plaque. As well, there are a number of emigrant inscriptions on rocks right next to the road.

Jenny Lund of the LDS Church History Department has organized a meeting at Martin’s Cove next week so that representatives of the church, the BLM, the state, the Pony Express Association and OCTA can begin working on some kind of centrally thought-out way to help visitors understand the connections among these sites, and how all these stories intertwined. It’s an ambitious goal—stay tuned for further reports.

--Tom Rea, Wyoming OCTA



[To Agenda](#Agenda)

**Fundraising Committee Report**

**Annual Meeting/September 12, 2021**

Committee Members

Lee Black

John Briggs

Helen Hankins

Bill Martin

Dave Welch

Committee members met numerous times during the process of selecting Hartsook, a Kansas City based international fundraising firm. The contract called for four payments totaling $32, 600 plus incidental expenses. We seek to cap those expenses at no more than $6,000.

Members of the Committee met with Hartsook staff in person, in June, and again by Zoom and phone. The Case Statement provided to Hartsook has been refined. The company is awaiting art work from the office in order to complete the piece for circulation.

Staff and Committee members have provided the names and contact information necessary to complete the mailing and appointment setting. OCTA members and Corporations will be asked to participate in the study. The outcome of the study will provide clarity and assist us in defining the best opportunity to reach OCTA Strategic Plan goals.

If you are contacted, we ask you to be as candid as possible. No one interviewed by Hartsook will have their name or other means of identity revealed. We had hoped the study would be completed by the Board meeting. It is to be completed before year end. Depending on the completion date you will be advised of the results in a special called Zoom meeting or at the Mid-Year Board meeting.

You will want to know that the first two Hartsook installments have been covered by Committee members and Friends of OCTA. The balance of our financial obligation will be funded by the Heritage Fund.

**Turning to another matter,** the historic rise in the stock market affords OCTA members the best opportunity to make a Qualified Charitable Deduction (QCD) through their IRA. In all likelihood you IRA is worth significantly more today than in recent years. A QCD gift to OCTA is a smart tax move. Please consult your financial advisor about this opportunity. With new tax rules for IRA’s, you may find a great tax savings by designating OCTA and other favorite causes as Charitable beneficiaries.

You have received requests, in the past, to make a gift using the beneficiary clause in your life insurance policy. This is an easy means to become an OCTA Legacy Society member. Simply contact your insurance provider and update your beneficiaries. If you choose this method of gifting, please notify the office of your decision.

The future of OCTA is bright and you are the most important reason why. Please join us in becoming a member of the Legacy Society. For more help consult your advisors.

[To Agenda](#Agenda)

**Oregon-California Trails Association**

**Memorandum**

**Mapping & Marking Committee**

August 28, 2021

To: OCTA Board

From: Dave Welch

Subject: Report of the Mapping and Marking Committee (MMC)

The mapping and marking committee currently has about 60 members. The committee includes members active in the field and those not able participate in field work. See chapter reports for summaries of chapter mapping and marking activities not reported herein. Thanks to all members for their continued work to locate, mark and document the trails.

1. Mapping

The Mapping Conference will be held just prior to the National Convention in Elko, NV. John Winner is the leading the three-day conference and is the point of contact for details. Amongst other topics, the Mapping Conference will be discussing and comparing the capabilities of various mapping software packages.

The NPS is provided funds for the extension of current Terrain Navigator Pro (TNP) licenses. Licenses now extend to August 2022. Our thanks to the NPS for this generous support.

1. Trail Marking

Chapters are encouraged to review the status of previously placed markers and replace, as necessary. Many markers have been in place twenty years or more. Contact Randy Brown (randybrown\_20@yahoo.com) to obtain markers and labels.

1. OCTA Mapping Archive

Over the years a digital archive of trail mapping materials has been compiled by the mapping and marking committee. An index has been prepared of the almost 60,000 files in the archive. The index itself is 1,600 pages and is a searchable PDF file. Most files are organized by state. Included are trail location data on scanned maps and in GPS-related formats such as TNP project archives and GPX data. Queries can be directed to Dave Welch at [welchdj@comcast.net](mailto:welchdj@comcast.net).

1. Mapping Zoom Meetings

Several chapters have been holding Zoom meetings to discuss trail history, mapping and marking. These have been very productive. If you plan to hold a meeting, please let me know so I can extend the invitation to other OCTA members.

1. Chapter Mapping Activities

Northwest Chapter

Members from the Northwest chapter (Robin Baker, Jenny Miller, Frank Sadlon, and Steve Bingold) recently completed a field survey of the Westminster Woods and Emigrant Springs area near Meacham, OR to verify the location of the Oregon Trail. An interim report has been prepared. The draft Executive Summary follows.

Map

Description automatically generated

*From June 28 through July 1, 2021, a field team provided by the Oregon-California Trails Association searched for evidence of the Oregon Trail through the property known as Westminster Woods and adjacent properties. The search was extended to adjacent properties since it was necessary to understand possible trail routes in these areas to interpret what is observed in Westminster Woods. In addition to the field research, an extensive archival search was conducted. This included government survey plats and surveyor notes, research and documentation by others, emigrant diaries, and other old maps.*

*At this time, both field and archival research are incomplete. Permission could not be obtained to access some important properties due to timber operations on the property or the inability to locate or get a response from an owner. Regarding archival research, we feel that there is a possibility of locating maps that were used to develop the ten-map Oregon State Highway Department 1959 map (hereafter OSHD1959) and John Evans “Powerful Rockey” maps.*

*The OSHD1959 route shown on our maps is a composite of the original OSHD maps, maps by Percy Brown, maps by Aubrey Haines, maps by John Evans and maps by Gregory Franzwa. It is our conclusion that Brown, Haines, Evans and Franzwa all prepared their maps from the OSHD maps although it is important to note that each shows variations in where visible ruts existed at the time of their work.*

*We have looked unsuccessfully for smaller scale maps used to prepare the OSHD trail. The earliest 7.5-minute (1:24,000 scale) map for Meacham is 1964, too late for the OSHD effort. The only USGS map available to them would have been the 250K Pendleton map. Earl Bickmore, in his 3-page letter to P. M. Stephenson (Assistant State Highway Engineer), says “Small scale maps suitable for field work were prepared. On these maps were pertinent information showing location of streams, towns, highways, roads and railroads.” Finding these maps might resolve many issues.*

*Our findings from this initial phase are as follows:*

1. *The OSHD1959 trail was not validated. No evidence was found in the areas searched and no evidence was found in the surveyor notes or resulting survey maps. The area about 0.5 miles west of the Emigrant Springs State Park could not be accessed at this time but will be examined when access is obtained.*

1. *The earliest “Oregon Trail” through the area was just east of I84 and roughly follows old US30. This points to the emigrant spring mentioned in emigrant journals as being in this area as opposed to further west on the postulated OSHD1959 trail.*
2. *The LiDAR trace, which extends almost the full length of the project area, was the Meacham (later Foster) Toll Road and was identified in later (1887) maps as the “Old Stage Road.”*

*Future work should include:*

1. *Field survey in areas not accessed that may contain remnants of OSHD1959.*
2. *Additional archival research at Oregon State Parks, Eastern Oregon State University, and other universities in the area to locate small scale maps prepared for the OSHD 1959 study.*
3. *Validation of the emigrant trail east of I84 and along old US30 from Meacham to the US30/I84 junction north of the Emigrant Springs State Park. This is primarily in Sections 33, 34 and 28, T1N, R15E.*
4. *Metal detecting on the LiDAR trace, OSHD1959 and east of I84. Extensive undergrowth made the search for trail traces in the project area very difficult. Metal detecting for the purpose of identifying items would aid trail verification.*

Southern Trails - Apache Pass

The Southern Trails Chapter has as a goal the identification of the Southern route to California as used by American emigrants in the 19th century. Over the years Chapter participants have mapped most of this route from the Rio Grande River through Arizona/New Mexico to California with gaps. The purpose of this mapping project was to research and ground-truth routes utilizing Apache Pass in the Chiricahua Mountain Range in southeastern Arizona. Over 20 mapping trips were accomplished to produce the data shown as black lines on the map below, however, the ‘Mountain Road’ location was identified in the most recent surveys.

Map

Description automatically generated

Use of Apache Pass Spring shortened the emigrant route to Tucson and deviated from Cooke’s 1846 Wagon Road as the map that stated by Mr. Leroux ‘…if water can be had’. The 1849 Hays-Nugent-Eccleston-Demarest diaries describe this route. Lieut. Parks’ 1853-4 railroad survey is the earliest report of wagon tracks along his route. Butterfield utilized the pass 1858-61. In 1862 the California Column when through. And finally, Fort Bowie was established 1862 to 1894.

Noteworthy on the most recent mapping activity was the artifact density that approached 100 pieces of evidence per mile along the ‘Mountain Road’. This included rust rocks, cartridges, bullets, musket balls, harness pcs, buckles, buttons, glassware, wagon parts, ox shoes, mule/horseshoes, sq. nails, solder cans, a cavalry curry comb, a military canteen, tin, wheel hub bands, axle skeen and possible graves.

Conclusions:

* Artifacts observed were mostly military from the Civil War to the 1880s. There were minimal signs of emigrant travel this survey.
* The Mountain Road from the fort ‘back’ access doesn’t intersect the Butterfield trail coming from San Simon.
* The Butterfield parallels the Mountain Road and goes northwest to Siphon Canyon.
* Bartlett’s camp possibly located on his way to meet Gen. Conte. 1851.
* California Column of 1862 ‘Dry Camp No. 1’ possibly located. Ref: Report of Lieut. Col. Eyre, First California Volunteer Cavalry, June 25-26, 1862.
* Two of Fort Bowie target butts located. One of the Fort Bowie Hog Ranches located.
* The reported Ox shoeing station site has not been located.
* Cantina site was not located but may be at the Hog Ranch.
* ‘DUI’ - evidenced by broken beer bottles found on trail and at the target butts.

California-Nevada Chapter - Johnson Ranch Trail Activities Spring 2021

Starting March 11th and going through April 15th for four Thursdays and one Friday, volunteers from the Oregon California Trails Association (OCTA), Trails West and the Wheatland Historical Society (WHS) used metal detectors to look for metal objects in the last two miles of the Truckee Route of the California Emigrant Trail. The metal objects would not only verify the route, but also date the trail as well. In all we found 351 objects. The objects consisted of horseshoes, oxen shoes, hand forged nails, buckles and a large square metal piece that holds the wagon tongue. We even found a 1927 chauffeur’s badge. In one instance we found a military horseshoe on a spur trail leading from the Camp Far West site to the main emigrant trail. That helped us tremendously in validating the use of the spur trail by the military.

Over the five days of work volunteers gave 1496 hours of their time and incurred $2,268 of out-of-pocket expenses, not including the cost of gasoline. The volunteers drove 10,133 miles in their own cars to get to the project. Some of the volunteers came from as far away as Oregon and Nevada. Bart Johnson and Joe Waggershauser were on every trip and provided invaluable assistance with their all-terrain vehicles. [To Agenda](#Agenda)

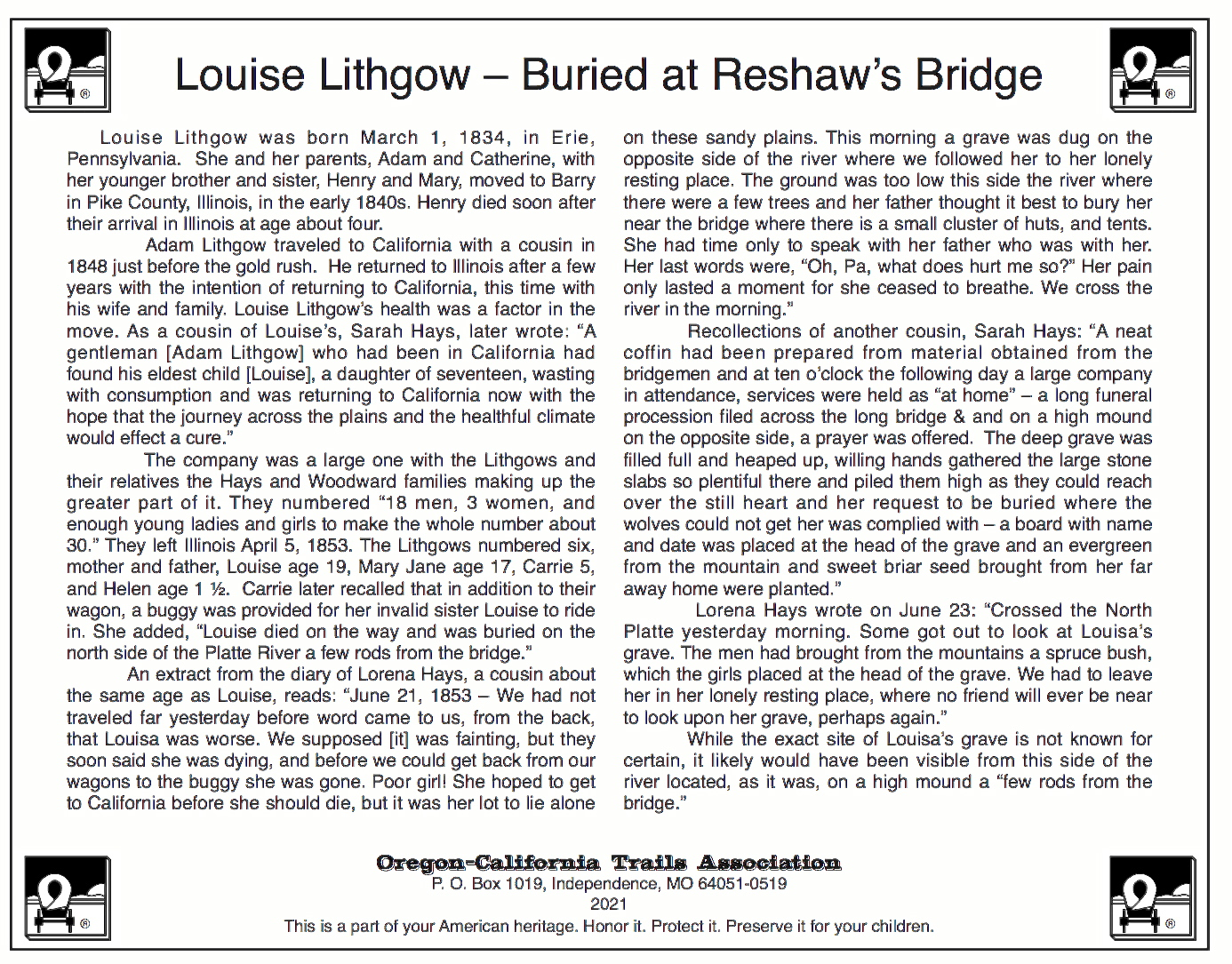
[Graves and Sites](#GS) Report

August 30, 2021

Randy Brown, Chairman



The grave of Ann Palmer Smith as marked in the summer of 2021.



This marker will be placed in the fall of 2021. [To Agenda](#Agenda)

**Archaeology Committee Report:**

1. Mary Conrad, chair, provided Gina Sifers' bid to Lee Black, so the fundraising committee members would know how much money would be required each year to add an archaeological section to the OCTA website.

1. Conrad informed OCTA leaders that Mark Howe continues as Archaeology Committee member, but that Jerry Eichhorst had resigned from the committee.

                       Mary Conrad

[To Agenda](#Agenda)

**Oregon California Trails Association**

**Report of the Library/****Collections Committee to the Board of Directors, August 2021**

The Library/Collections Committee is in its organizational stage seeking the best ways and means of accessing the amazing range of knowledge, experience, and expertise to be found in its thirteen members. Initially, we anticipate utilizing our collective talents in three areas:

* Communications/Information/Awareness to raise the level of shared information among OCTA members concerning the vast body of records, research, publications and more that pertains to the history of the Western trails.
* Policy and legal issues of collecting to assist established and new archival and library institutions that have or would like to have records and documents pertaining to the subject.
* Technical Expertise and Assistance to provide leadership in areas such as digitization, preservation and sharing resources with those who have an interest and a need.

The Committee is considering five proposed priorities in beginning its work as follows:

* Updating and adding Partnership Agreements with current OCTA partners and new partners in this work of preservation and dissemination of the historical record.
* Supporting the reopening and operation of the National Frontier Trails Museum and its associated library/archives in Independence, MO, especially to ensure that a qualified librarian/collections manager position is in place.
* Developing and implementing an informational campaign to expand awareness of the need and opportunity to gather private and public collections into institutional homes.
* Making OCTA members and associated institutions aware of the resources for technical advice and assistance that are to be found in the members of the Committee and others.
* Developing a centralized database of the records, diaries, studies, maps, etc. pertaining to the history of the Western Trails to facilitate research and dissemination of this story to coming generations.

The Committee faces challenges, but many more importantly, opportunities for the years ahead and looks forward to collaboration with every chapter of OCTA, its members and the historical community.

Respectfully submitted,

Michael J. Smith

Chair

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MEMORANDUM

To: OCTA Board

From: Camille Bradford

Date: August 29, 2021

Re: Hall of Fame Committee Report

Cc: Roger Blair, Robert Clark, Glenn Harrison, Bill Martin, David Welch

The committee has voted to induct the following new members in 2021:

* George Bush (1779-1863): Trail pioneer who led party of emigrants from Missouri to the Pacific Northwest in 1844. Bush, an African-American, chose to settle north of the Columbia River, where black exclusion laws were not enforced and established the Bush Prairie settlement in what is now Tumwater, Washington.
* LeRoy Hafen (1893-1985) and Ann Hafen (1893-1970): Historians, authors and editors. LeRoy was the Colorado State Historian for 30 years and later became a professor of History at Brigham Young University. The Hafens collaborated on numerous books, journal articles on the history of the West.
* Irene Dakin Paden (1888-1974): Author of *The Wake of the Prairie Schooner* and two other books on trail history, written after many summers of travel during the 1930s and 1940s following the 19th century emigrant trails that led to California.
* Levi Scott (1797-1890): Trail pioneer who emigrated from Iowa to the Oregon Country in 1844. In 1846 Scott joined the group with Jesse Applegate seeking a southern alternative to the westernmost segment of the Oregon Trail. Scott later became a prominent political figure in Oregon.
* Robert Stuart (1785-1848): Fur trader. Member of the party from John Jacob Astor’s Pacific Fur Company that first crossed South Pass in Wyoming on a journey from Astoria, Oregon to St. Louis in 1812. His detailed account of the journey was presented to Astor and President James Madison.

The inductees will be announced at the Awards dinner at the convention in Elko.

The Hall of Fame Committee will give a special presentation on the lives and legacies of the inductees in a Zoom event on September 25.

The biographies of the inductees will appear in the Fall issue of *Overland Journal*.

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**COMMITTEE A** REPORT TO BOARD of DIRECTORS

August 2021

At our February Board meeting I was asked to conduct a little research into what/or how our chapters deal with ongoing membership issues. A questioner was emailed in Mid-March, with 10 questions to the 11 OCTA Chapter Presidents, Treasurer’s, and Membership Chairperson’s.

Nine of the eleven chapters responded, from those responses I’ll present the questions asked along with suggestions that were replied with as an overview/suggestions.

* *= Replies, overview or suggestions*

1. *In the recent past years, how many people who have attended an event that you held, become a Chapter member?*
   * *If offered a Chapter membership only, would they have become members at that point?*
   * *Would you then continue to encourage those new members to join the National organization?*

* *= Very few if any. Chapter memberships only would not turn over into enough Nat’l members. Cost and interest outside of the chapter level would not benefit Nat’l support.*
* *= Suggest – Continue to invite guest to events or chapter meetings. Continue follow up with those individuals for local events and present the benefits of belonging to the Nat’l organization as well as the local chapter.* 
  + *Chapters choice would be to charge a fee for the individuals who have repeat attendance.*

1. *What generates the most public response? Trail tours? Speakers? Local gatherings to commemorate a historical event of your community?* 
   * *What has the best turn out?*
   * *Do you charge for these events? If so how much per person/couple?*

* *= Best response to gatherings was -trail tours, speakers, and local community historical events. Fees were only charged if it included a bus tour or food being provided.*
* *= Continue to do these events locally as \*our current circumstances allow\* making awareness and benefits of the OCTA organization.*

1. *What approach works best for your chapter to attract new members?*
2. *Does your Chapter have a website or other Social Media outreach?* 
   * *How do you utilize it to interest people to your particular trail interest?*
   * *Would you be able to offer “electronic payment” through your website?*
   * *Do you use this or other media to invite the public to an event?*

* *=* *These comments represent answers to both questions 3 & 4: In person contact, social media and chapter websites offer the best resources to help educate the historic minded audience. Allowing them to find activities or local events that might spur interest. Depending on your chapter location continue local involvement – one on one conversations with people may work the best for some – social media best for others.* 
  + *Each chapter knows it’s best approach to reach out to their communities*
  + *Chapters with websites do not or care to have any electronic payment added to it. A provided link directed to the OCTA’s website should be added (if not already there) to provide the Organization Membership information.*

1. *What is the average age of your membership?*

* *= Most entertaining answers to this one = from those who crossed the OR/CA trail as emigrants to 90+. Average age seems to fall in the recently retired age group as they are looking to pursue interest or try something new.*

1. *How do you plan to attract younger members?*
2. *What do you think would be a fun activity to do involving youth? Children in grades 1st – 12th. How can their interest be perked to one day become a member?*
   * *If you have a school, churches, Scout organizations in your area, would you be able to offer them an opportunity to learn about emigrant trails?*
     + *Topics could follow some of the “themes” from our Calendar Contest – weather, plants, food, housing and animals.*
     + *Sponsor an activity, such as an essay contest, creative activities – cooking, games played – “what was the 1st tablet used?”*

* *= These comments represent answers to both questions 6 & 7: Attracting younger members is very difficult as it falls to the parents, and this doesn’t happen. However, if the chapter had a very dedicated and enthusiastic individual, they do continue to involve Scout groups with local projects for Eagle Scouts. The Calendar Contest is presented and represented by 3 or 4 chapters only.* 
  + *These few opportunities allow us to be recognized and provide information to possible future members. (plant seeds as you go, they may take root at an unexpected time)*

1. *Considering other organizations, you may belong to – are their membership fees more of less than an OCTA Nat’l membership only? Same would be for a Chapter only membership?*

* *= Membership dues fall in line with most other historic organizations.*
  + *Offer an Associate Membership – this fee would provide less scholarly materials but still provide interest in what the organization and chapters are doing.*
  + *Add to the membership application – “How did you learn about OCTA and interest to join?”*

*Examples could be:*

* + - *Chapter interest/events or activities*
    - *Media: social media, website, paper events posted*
    - *Local Event(s) attended and raised interest*
    - *One on one personal contact*

1. *If you were to raise your dues, to not only cover the person’s membership – but also contribute to Nat’l – what do you think a fair pricing would be?*

* *= This did not seem to be a workable solution to anyone.*

1. *If Nat’l or chapters were to offer more of an incentive plan to grow new members – what do you think would work? Gimmicks or rewards?*
   * *If a higher membership level was to be obtained what would be a better way to show appreciation to that member?*

* = *Gimmicks or rewards would not work with this historic minded group.* 
  + *The best recognition to a New Member would be:*
    - *A “Welcome Letter”*
    - *Free literature/books or other interesting materials about us*
    - *Have a “Welcome” section on the OCTA E-blast and certainly include in the chapters own Newsletter.*
    - *Continue to communicate to new members of a chapter regarding local events and any suggestions or questions they may have regarding the organization.*
    - *Include “prospective” members on the chapters Newsletter emailing’s. (possibly the next issue that follows an event that they were in attendance at.)*

This concludes my report. My observation from this is most chapters are doing what is physically possible to maintain or gain any new members. Other “trail related” organizations have had similar issues. They have either restructured their membership levels by a specific committee to work on the details of restructuring or hired a professional who knows how to make these plans work to the organizations advantage.

With a pandemic still at work, more people have learned to become computer savy and search for information. I feel going forward and keeping a social media presence will continue to provide information and activities that can give new opportunities to young and old a new avenue of resource for what they may be willing to be involved with. All and all, these requirements involve time and money, which fall at different points in our lives to achieve.

*Respectfully submitted:*

*Jean Coupal-Smith – Chairperson of Committee A*

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Committee B

Report to the Board of Directors

August 14, 2021

Committee B oversees Governance, Finance & Grants, Long-Range Planning and Governance for the Oregon California Trails Association. Committee members are John Briggs, Matt Mallinson, and Chuck Milliken.

OVERSIGHT FINANCE – Continued to review Financial Reports, Budgets and Tax returns for consistency of results in the differing formats. An acting Treasurer was agreed with the President and the nominations Committee.

The budget was created using the assumption that the ‘Hartsook Fund Raising’ project proves to be feasible and that the Collections, Archaeology, Education, Preservation and other projects dependent on it can go ahead. There will be a need for the programmed disbursement from the Heritage Fund, but it is proposed that this can be done against the backdrop of

1. The Endowment Funds have performed well and now exceed $2m in value
2. The programmed and budgeted Heritage Fund distribution was not taken in full for FYE September 2021.
3. The Financial position of the Association is strong as FYE Sep 2021 closes. (It is assumed at the time of writing that the ELKO Convention goes ahead and meets financial targets).

OVERSIGHT LONG RANGE PLANNING – The Strategic Plan was reviewed with the President and the Association Manager, and that draft will now be discussed with the Board for their comments before being shared with the membership.

OVERSIGHT GOVERNANCE – It was brought to the attention of the Committee by the Chair of the Governance Committee that the Leadership manual needed updating. A difficulty existed in that, initially, the only version available was a PDF version that could not be edited nor easily converted to an edited format. Some elements, such as the Org Chart and Leadership personnel did exist as updated WORD documents. Dave Welch had effected a conversion of the document in 2018 but work to refine that is not yet complete.

Chairman’s Recommendations

1. As with last year, approve appropriate Distributions per the Establishing Documents for each of the Endowment Funds to cover specific project costs (Martin and Loomis) and general project/operating costs (Heritage) as needed. We should strive in the timing of the Strategic Plan to grow income such that these distributions are no longer needed.
2. Ensure that Board members are provided with an explanation of how the differing Financial Reports they receive translate into the Tax Returns that they are required to review.

John Briggs, Chairman

[To Agenda](#Agenda)

MEMORANDUM

To: OCTA Board

From: Camille Bradford

Date: August 29, 2021

Re: Governance Committee report

Since the February board meeting I have continued to work with Lee and Duane to provide input and advice on various issues of organization governance as they arise.

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**Oregon-California Trails Association**

Strategic Plan

# 2020-2025



Adopted September 18, 2020

For Board Review September 12, 2021

P.O. Box 1019 Independence, MO 64051-0519

Oregon-California Trails Association

Strategic Plan

## Introduction

OCTA’s strategic plan describes its future direction. The OCTA mission, vision, and goals for future achievement provide the foundation for a strategy of specific objectives and actions to be implemented. These actions are considered critical, and therefore of the highest priority, for realizing the OCTA mission.

This strategic plan is expected to have a five-year time frame and will be reviewed semi-annually at Board meetings to guide work plans and track accomplishments. Chapters are encouraged to review chapter goals and activities for compliance with the national association plan.

## Vision

The Oregon-California Trails Association will continue to be the pre-eminent guardian and promoter of the inspirational story of America’s 19th century westward migration, which is unique in world history.

## Mission

Our mission is to protect the **historic emigrant trails** legacy by promoting public awareness of the trails through research, education and preservation activities; by achieving organizational sustainability; and by partnering with others.

## Mission Goals

Six broad goals describe how OCTA will achieve its mission. Each goal is supported by objectives, implemental actions, responsible entities, and desired conditions or deliverables. These are presented in random order (not prioritized).

**Goal 1.** Preserve the historic emigrant trails

**Goal 2.** Present the stories of the emigrant experience in a manner that is inclusive of other perspectives

**Goal 3.** Be an effective historic trails organization through appropriate partnerships

# **Goal 4.** Improve organizational effectiveness and sustainability

# **Goal 5.** Keep OCTA’s membership energized and informed

# **Goal 6.** Promote membership growth

**GOALS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Preserve the Historic Emigrant Trails | Present the Stories of the Emigrant Experience in a manner that is Inclusive of Other Perspectives | Be an Effective Historic Trails Organization through Appropriate Partnerships | Improve Organizational Effectiveness and Sustainability | Keep OCTA’s Membership Energized and Informed | Promote Membership Growth |

**Objectives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Identify, class, map and mark historic emigrant trails | Improve and expand data collection | Leverage OCTA’s resources through partnerships | Ensure financial stability | Develop new activities to maintain an engaged membership | Develop an outreach program that attracts the next generation |
| Assist stakeholders in the protection and preservation of trails resources | Raise Public Awareness | Partner with local and regional entities to provide and promote trails related heritage activities and tourism | Develop leadership abilities of OCTA members | Improve internal communications to maintain an informed, active membership | Increase OCTA’s membership to grow funding and expand the volunteer base |
| Support expansion of OCTA related national historic trails within the National Trails system |  | Cooperate with educational entities and with others to participate in trails-related curriculum-based activities. | Simplify administrative handling of funds |  | Increase member retention |
| Anticipate, identify and respond to trail and trail marker threats |  |  |  |  | Assure that OCTA chapters are active and growing |

# **Goal 1. Preserve the historic emigrant trails**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Objective** | | **Action** | | **Lead\*** | **Outcome/Deliverable** | **Status** | **Comments** |
| A**.** Identify, class, map, and mark historic emigrant trails. | | i. Provide appropriate training in preservation, mapping, marking, and monitoring and use of the MET Manual. | | Preservation Committee Chair\*, Mapping & Marking Committee Chair, Chapters | **OCTA-wide training is provided with participation by each chapter.** | **Amb** | Training planned in 2020 and in 2021 postponed because of Coronavirus COVID 19 concerns. Training now set for September 2021 in Elko. |
| ii. Establish chapter mapping teams. | | Chapters\*  Chapter Liaison. | **Emigrant trails located in chapter regions are mapped to MET standards with primary emphasis on condition and location.** | **Amb** | Mapping teams not established in some Chapters. Plan is to set up a Chapter Liaison function that will help to determine what resources Chapters have access to. |
| B. Assist stakeholders in the protection and preservation of trail resources. | | i. Assist with monitoring trail resources and funding needs. | | Preservation Committee Chair\*,  Chapters | **OCTA members volunteer with monitoring projects as needed. Funds are available and/or applied to a trail resource threat.** | **Grn** | OCTA is commonly a lead organization for most agencies. There are a number of projects ongoing. |
| C. Support expansion of OCTA-related national historic trails within the National Trails System. | | i. Advocate for congressional legislation to add the “Additional Routes” as NHTs. | | Legislative Liaison\*, Chapters | **Congress authorizes the NPS recommended “Additional Routes” as NHTs.** | **Amb** | In Process. NPS have forwarded their 4-Trails recommendation, reviewed by OCTA leadership. Now need to develop support in Congress |
| ii. Advocate for congressional sponsorship of feasibility studies for a Southern Trails to California NHT. | | Southern Trails  Chapter\*,  Legislative Liaison | **Congressional legislation is passed authorizing a Southern Trails to California NHT feasibility study by 2025.** | **Amb** | In process. Current background work on this matter involves OCTA support for the recognition of the Butterfield Trail which has been sent to Congress for approval as a NHT. |
| D. Anticipate, identify, and respond to trail and trail marker threats. | | i. Establish preservation officers/contact in each chapter. | | Chapters\* | **Each chapter has an active preservation officer by 2021.** | **Amb** | CHAPTERS with Preservation officers: CANV, ID, WY, NW, Trails Head, Southern Trails, and Crossroads.  KANZA, Gateway, Colorado/Cherokee and Nebraska do not. |
|  | ii. Develop list of Chapter or OCTA members with appropriate abilities to work with education and preservation activities or groups (lead field trips.) | | Education Outreach Committee Chair\*, Chapters | | **OCTA members with appropriate abilities are encouraged to work with education and outreach partners.** | **Amb** | Excellent products have been developed and well marketed in the Independence Area. This has not been picked up in other areas. Main problem is lack of understanding on how to approach School Boards. First action will be to reformat the Committee and then develop a future (Convention) Workshop for training in this area. |
| iii. Compile online reading guides and summer reading lists for young people. | | Education Outreach Committee Chair\* | | **An online reading guide and summer reading list has been compiled and posted on the website and published in the News From The Plains.** | **Grn** | List has been compiled and loaded on the website |

**Goal 2**. **Present the stories of the emigrant experience in a manner that is inclusive of other perspectives**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Objective** | **Action** | **Lead\*** | **Outcome/Deliverable** | **Status** | **Comments** |
| 1. Improve and expand data collection. | i. Make publications, diaries and journals available through improved website for public access. | Website Coordination Committee Chair\*, Publications Committee Chair,  Education Outreach Committee, Collections Committee | **Trails-related publications, diaries and journals are digitized and posted to the OCTA website annually.** | **Amb** | The Collections Committee has been reformed and funds budgeted for 2022. The funding does, however, depend on the Hartsook Fund Raising project being successful. Access to Collections in Independence has been limited by the closure of the Museum. It is now (August 2021) open on weekends. |
| ii. Inventory and improve access to  OCTA library collections. | Collections Committee Chair\* | **OCTA library collections are inventoried and deposited into publicly accessible repositories by 2025.** | **Amb** | See Goal 2.A.i. |
| B. Raise public awareness. | i. Expand availability of organizational speakers. | PR/Marketing Committee Chair\*, Chapters | **National will assist chapters to offer presentations in their communities.** | **Grn** | Power Point presentations and videos are available to download from the Associations’ web site. |
| ii. Create audio visual materials. | PR/Marketing Committee Chair\*, Education Outreach Committee, Mapping and Marking Committee | **A minimum of 15 videos of two - five minutes in length are posted on websites and social media by 2025.** | **Grn** | Videos are being posted onto OCTA’s YouTube Channel. A project to create Chapter oriented videos has also been budgeted for 2022. |
| iii. Develop a Social Media Plan and other outreach materials. | PR/Marketing Committee Chair\*, Education Outreach Committee Chair | **Social Media Plan would identify an outreach product to be created and posted to the OCTA website annually.** | **Grn** | You Tube, Facebook and Instagram activities are underway. Twitter activity has been initiated. Brochure development and distribution have been realized. |
| iv. Expand use of social media. | Association Manager\*, Website Coordination Committee, PR/Marketing Committee | **OCTA Twitter feed and Instagram posts are initiated by 2021; website and Facebook are active and kept current monthly.** | **Grn** | See above. Raising Public Awareness is another candidate for a future Convention workshop. |

**Goal 3. Be an effective historic trails organization through appropriate partnerships**

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| --- | --- | --- | --- | --- | --- |
| **Objective** | **Action** | **Lead** | **Outcome/Deliverable** | **Status** | **Comments** |
| A. Leverage OCTA’s resources through partnerships. | i. Identify, develop, and promote partnership opportunities. | President\*, Chapters, Association Manager | **One new project-related partnership is established annually.** | **Grn** | A number of areas of cooperation are being considered and some are active.  Mormon Trail.  Mormon Battalion  Butterfield Trail.  Bozeman Trail.  Mullan Road.  S.W. Stories TV. |
| ii. Advocate for congressional support and funding of federal agency trail administration and  management. | Legislative Liaison\*,  President, Board, Chapters, Chapter liaison. | **Attend Hike the Hill event annually. Each congressional representative whose district or state contains a national historic trail is kept informed annually about the trails and OCTA.** | **Amb** | We have good liaison with Washington through PNTS but liaison with State representatives is patchy and needs to be broadened to cover all states in which we are active on Trails preservation and education. Need to identify capability by Chapter through Chapter liaison and develop training for those who need help. |
| B. Partner with local and regional entities to provide and promote trails-related heritage activities and tourism. | i. Consult with local and regional entities (including tourism and historical societies) to learn of opportunities and provide subject matter expertise and access to on-the-ground resources. | Chapters\*, Board, Chapter Liaison, Association Manager | **Promote and/or attend a local trails-related event and peripherally related events annually.** | **Amb** | As with 3.A. ii need to identify capability by Chapter. |
| ii. Promote and support volunteering on trails-related federal, state, and local agency projects. | PR/Marketing Committee\*, Association Manager, Chapters | **OCTA members and the general public participate in one trails-related federal, state, and local agency project annually.** | **Grn** | Again, Some Chapters have this in hand others do not. Need Chapter details. |
| iii. Publicize volunteer opportunities and results through websites, chapter and national newsletters, direct mail, and email. | Chapters\*,  Association Manager | **OCTA members and the general public learn about at least two trails-related projects annually, through use of local media outlets and publications.** | **Amb** | Again, Chapter details needed |
| C. Cooperate with educational entities and with others to participate in trails-related curriculum-based activities. | i. Work with state and local school boards, teachers, educational organizations, and youth related groups to participate in programs that meet curricula or their needs.  *Added – need also to work with University History Departments especially those we can identify as working on early Western History.* | Education Outreach Committee Chair\*, Association Manager, Chapters and Members | **At least one new trails-related curriculum is developed through an educational partnership as needed and one more district starts using curriculum.**  **OCTA members are available to participate in educational activities such as National History Day.** | Red | Excellent work done to develop the curriculum but it has not been picked up by Chapters. A major hurdle is lack of knowledge on how to approach educational bodies responsible for defining school year curricula. We will look at reformatting of and increased funding for the Educational Committee to look at this issue. One recommendation is that we reintroduce training workshops at our Conventions. This would be one such. |
| ii. Develop list of Chapter or OCTA members with appropriate abilities to work with education and preservation activities or groups (lead field trips.) | Education Outreach Committee Chair\*, Chapters | **OCTA members with appropriate abilities are encouraged to work with education and outreach partners.** | Red | **See 3.C.i** |
| iii. Compile online reading guides and summer reading lists for young people. | Education Outreach Committee Chair\* | **An online reading guide and summer reading list is compiled and posted on the OCTA website and published in the News From The Plains.** | **Grn** | Good progress has been made. |

# **Goal 4.** Improve organizational effectiveness and sustainability

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| --- | --- | --- | --- | --- | --- |
| **Objective** | **Action** | **Lead\*** | **Outcome/Deliverable** | **Status** | **Comments** |
| A. Ensure financial stability. | i. Hire a Director of Development. | Board\*, Fund Raising Committee, Staff | **Funding is secured and a director is hired before 2025.** | **Amb** | To be reviewed. Position could ultimately come from the Hartsook Project work (see below). |
| ii. Conduct Major Gifts Campaign and increase Annual Giving. | Board\*, Fund Raising Committee, Staff, Chapter Leadership, PR Committee, Membership Committee | **Twenty five donors at $1,000 and 40 donors at $500 are secured annually before 2025.** | **Amb** | Work was done to identify Fundraising consultancy companies that can provide the services needed to facilitate this action and to develop a case to the Board for hiring such a company. Hartsook was selected and are currently active developing a case statement |
| iii. Conduct Capital Campaign. | Board\*, Fund Raising Committee, Staff | **$300,000 is raised incrementally by 2025.** | **Amb** | See 4.a.ii |
| iv. Secure Corporate Memberships | Board\*, Fund Raising, and PR Committees, Staff, Chapters | **Twenty corporate members at $1,200 year are secured by 2025.** | **Amb** | **See 4.a.ii** |
| v. Secure Grants for specific projects. | Board\*, Fund Raising Committee, Staff | **Funds are obtained as needed.** | **Amb** | **See 4.a.ii** |
| vi. Increase Trails Legacy Society membership | Board\*, Fund Raising and PR Committees, Staff | **Twenty new Trails Legacy Society members are added annually.** | **Amb** | **See 4.a.ii** |
| vii. Hold annual conventions that generate revenue. | Association Manager\*, Chapters | **Convention expenses are within budget and revenue-generating activities are promoted.** | **Grn** | The COVID pandemic has had an impact in 2020 which has spilled over into 2021. Nonetheless we are working to build successful Conventions in 2021 and 2022. |
| B. Develop leadership abilities of OCTA members. | i. Provide training and orientation for officers, board members, and committees to develop leaders within OCTA. | President\*, Staff , Governance Committee, Board | **Members have guidance, support, and range of training opportunities available to them.** | Red | Training opportunities very limited. Even the Leadership Manual needs to be updated. Committee B responsibility. Action ongoing. Future training Workshop candidate. |
| C. Simplify administrative  handling of funds. | i. Review processes and software programs available to address dues collection and distribution of funds. | Staff\*, Chapters | **There is better communication between members, Chapters and Headquarters.** | Red | Currently managed manually. |

# **Goal 5. Keep OCTA’s membership energized and informed**

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| **Objective** | **Action** | **Lead\*** | **Outcome/Deliverable** | **Status** | **Comments** |
| A. Develop new activities to maintain an engaged  membership. | i. Support chapters in providing tours, speaker programs and volunteer activities for members. | Chapter Liaison\*, Committee Chairs, Staff, Chapters | **Members have a choice of two or more-chapter activities for engagement each year.** | **Grn** | Ongoing. Nebraska Chapter may need assistance. |
| B. Improve internal communication to maintain an informed, active membership. | i. Support networking through digital communication and social media. | Staff\*, Board, Chapters  Co | **OCTA members have access to a range of digital media to learn of national and chapter news and activities by 2025.** | **Grn** | Ongoing. |
| ii. Expand E-news at both chapter and national levels. | Association Manager\*, Chapters,  PR/Marketing Committee | **National and chapters post an E-news to members as generated.** | **Grn** | Chapters are in action on this. Exceptions are …… NE |
| iii. Fund the maintenance and enhancement of OCTA’s website. | Website Coordinating Committee Chair\* | **Adequate funding will be provided in the OCTA budget annually to support website maintenance and growth.** | **Grn** | Ongoing. Chapters needing assistance are …. |
| iv. Share chapter newsletters with each chapter president. | Chapter presidents\* | **Program ideas and chapter activities are shared among all OCTA chapters.** | **Amb** | Not all Chapters are doing this. Needs Chapter input. |

**Goal 6. Promote Membership Growth**

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| **Objective** | **Action** | **Lead\*** | **Outcome/Deliverable** | **Status** | **Comments** |
| A. Develop an outreach program that attracts the next generation. | i. Create a youth council. | Chairman/Committee appointed by the President\* | **Youth input used to guide development of activities, social media content, marketing, etc. that will attract diverse and younger audiences.** | **Amb** | Social Media activities do seem to be drawing in some younger people but there has been no activity on the creation of a Youth Council. Consider Trail Race sponsorship. Examples American River Trail on the California Trail or Rail Trail Conversion near Park City, UT.  Broaden the work we do with Scouts. |
| B. Increase OCTA’s membership to grow funding and expand the volunteer base. | i. Implement a marketing strategy to attract diverse and/or younger new members. | PR/Marketing Committee Chair\*, Association Manager, Membership Committee | **There is a two percent increase in new memberships annually.** | Red | Membership decline has been slowed as a result of the Social Media activity. |
| ii. Increase community outreach through speaking opportunities and attendance at related stakeholder activities. | Chapters\*,  Education Outreach Committee, Staff | **OCTA members participate in speaking engagements and local stakeholder activities annually.** | **Amb** | Chapter details needed |
| C. Increase member retention. | i. Recognize long time members. | Membership Committee\*, Publications Committee, Chapters | **Longtime members are acknowledged each year.** | Red | Plan to do this at the Membership meeting in Elko. |
| ii. Manage membership renewals through automation. | Membership Committee\*, Staff | **Memberships are managed through automation, saving staff time and expense by 2025.** | **Amb** | Almost all new members coming in from social media do so electronically. Automatic renewal is available as an option for all members. |
| iii. Encourage membership activity participation. | Chapters\* | **Membership retention is improved.** | **Amb** | Chapter details needed |
| D. Ensure that OCTA chapters are active and growing. | i. Develop and issue guidelines for growing chapter membership. | Chapter Committee\*, OCTA Leadership, Association Manager | **Guidelines are developed and applied in each chapter within a year.** | **Amb** | Given the relative weakness of the Nebraska and Kanza Chapters it is believed some realignment of the Chapters may make sense. This should be looked at in 2022. |

[To Agenda](#Agenda)

To the Board of Directors:

It has been an honor and pleasure to serve the members of the Oregon California Trails Association on the national Board of Directors for the past fifteen years. After three terms as a Director, two years as vice-president, two years as president, two years as immediate past president, and an additional two years as vice president again it is time to retire.

In 2006, with the encouragement and support of Greg Franzwa, I began my tenure on the Board. I always tried to support our goals and missions and the legacy of our founders. I also endeavored to see that the organization adhered to sound fiscal and management principles. I hope I have contributed a little to keeping the heritage of our trails alive.

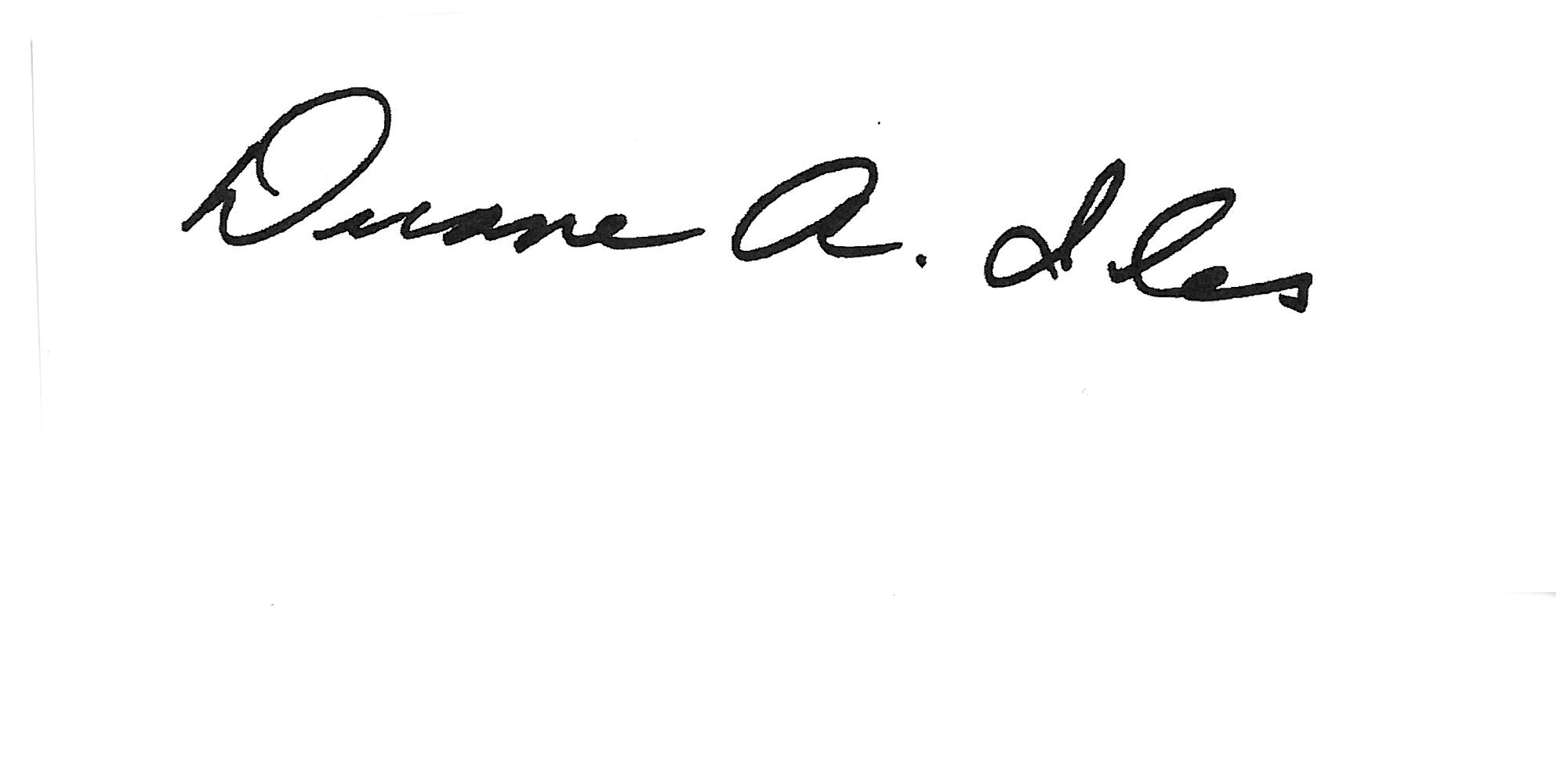
Change is always inevitable and essential to keep up with needs, times, and current exigencies. However, like Will agley stated in recent speech, I fear we are getting away from the basics that made this organization great. I fear that in many ways, we forget that we serve our membership. We have great publications, but frequently members never hear from the national level except to solicit donations. It is easy for the chapter member to ask, "what am I getting for my money"? We have a presence on the social media, but with an average age over seventy, not everyone participates. What do we do for them? We do five-year plans, but do we ask our members what they want?

Chapters are the life blood of the organization. That is where the majority of our members experience the trails, OCTA, camaraderie, education, and fun. Most members have little interest in the national level. The overwhelming majority never attend a convention unless it is in their chapter area. I do not think we make the health of our chapters a high enough priority. As a chapter president, have you been asked how national can help you? We have one chapter that is flailing about without leadership. Several chapters have too few active members to accomplish any part of our five-year plan. Ross Marshall gave many years serving chapters; he has not been replaced.

I don't know if it is just me, but there is a very big lack of communication. Members elect Directors, who elect officers. The president directs the office. There should be back and forth communication, but more importantly, there should be communication from the President back along the chain of command. It is reasonable to assume that officers are answerable to the Directors who elected them and therefore should give frequent information to them. Without timely and adequate communication, Directors cannot exercise the responsibilities entrusted to t hem. This simply does not happen. The Board should keep frequent communication with Chapters through their presidents.

Since we are gaining more members who do not join chapters, it is important that we get frequent communication from the national organization. We have *News from the Plains,* but e-news could be utilized more effectively and frequently than it is. Members can count on getting two or more letters a year asking for money, but not very much else. Social media is used extensively, but not so much the e­ news. A goodly number of members do not use social media, so it should not be the primary vehicle of news sourcing.

Serving our members over the years was a very rewarding time for me. I will continue to support and work for the success of OCTA. It is a great organization.

Past President

1. The percentages given in this section for allocations are nominal values subject to change at the discretion of the IAC. The range is shown in the “Strategic Allocation” section later in this document. [↑](#footnote-ref-1)