Atchafalaya Trace Commission/
Atchafalaya National Heritage Area

Minutes: March 28, 2012 Regular Meeting

A regular meeting of the Atchafalaya Trace Commission (Commission) was held Wednesday, March 28, 2012 at 10:00 AM at the Capitol Park Welcome Center in Baton Rouge.

Commissioners present:
Assumption Parish: Phillip Daigle, Sr.
Avoyelles Parish: Wilbert Carmouche
Concordia Parish: Tommy Polk
East Baton Rouge Parish: Gerren Sias
Iberia Parish: Chris Burton
Iberville Parish: Gene Seneca
Lafayette Parish: Jennifer Ritter Guidry, Secretary
Pointe Coupee Parish: J. A. Rummler, Vice-chair
St. Landry Parish: Pam Cannatella
St. Mary Parish: Carrie Stansbury, Chair
Terrebonne Parish: Patrick Thomas Gordon, Treasurer
West Baton Rouge Parish: Julie Rose
Assistant Superintendent Joe Llewellyn, Jean Lafitte National Historic Park, Ex Officio

Commissioners absent:
Ascension Parish: Vacant seat
St. Martin Parish: Vacant seat

Others present:
Debra Credeur, Executive Director, Atchafalaya National Heritage Area and Trace Commission
Erin Sullivan, LA State Parks Naturalist
Gerard Overhultz, Laissez Faire, Inc.
Arlana Shields, City of Franklin
Charles Fryling, Friends of Atchafalaya
Charles Caillouet, Friends of Atchafalaya
Harold Schoeffler, Sierra Club
Memory Seymour, LA State Museum, Baton Rouge

After the Pledge of Allegiance, Chair Carrie Stansbury called the meeting to order.

Agenda Approval
Chris Burton requested “Other Business” include a brief summary of the Commission’s origin by guest Harold Schoeffler. Pat Gordon moved to adopt the agenda with the change provided the vote pass with unanimous approval. Jennifer Ritter Guidry seconded the motion and it passed unanimously.

Approval of January 18, 2012 Meeting Minutes
Julie Rose moved to approve the January 18, 2012 regular meeting minutes. Gene Seneca seconded the motion and it passed unanimously.

ANHA Curriculum
Memory Seymour from LA State Museum reported on the progress made on the Heritage Area curriculum. The Teacher's Resource Directory, similar in format to that of the Bicentennial Curriculum Resource Directory, is undergoing edits and should be ready by the May Commission meeting. The consultant presented sections that cover cultural, historic and
natural resources. It is possible that teacher workshops might be conducted, similar to those provided to teachers on the Bicentennial curriculum.

Debra expressed appreciation that the Commission and Heritage Area have already been able to address educational goals projected for the years 2013-2016 through the efforts of Memory Seymour and Richard Hartley.

**Project Selection Criteria**
Debra reviewed the Management Plan’s principles for project selection and project example chart that was included in each Commissioner’s meeting packet. Guiding factors include: authenticity, regional impact, resource linkage, collaboration, and consistency with vision, goals and themes. The Management Plan further details best practices for implementation and recommends actions to meet goals, several of which have already been met.

The Commission discussed project possibilities that would benefit several or all parishes such as paddling trails; and markers on existing signs that would explain the area’s geology. Debra will work on a criteria-rating system based on the project criteria set forth in the Management Plan.

**Projects Update**
Debra Credeur reported on the status of the following projects:

1. **Documentation for Match to Federal funds**
   Please write-in today’s meeting and travel time, # round-trip miles, and any other time for ANHA projects on the form in your packet. Initial in the far right column and return to me. Note: Only hours since October 1, 2011 should be on this sheet.

2. **NPS Director Jarvis** issued a supportive policy about National Heritage Areas program (copy distributed).

3. **Signage**
   - All Type 2 & 3 signs are installed.
   - Has anyone noticed very obvious gaps in your parishes?
   - The contractor is obtaining permits for the large 14” x 10”. These signs will be on I-10 in Ascension, Lafayette and W. Baton Rouge Parishes; and on I-49 & US 90 in Avoyelles and St. Mary Parishes.

4. **Brochure/Map** – The map/brochure and rack card companion piece intended to extend the supply of the maps have been distributed to all State Welcome Centers and visitor centers of the 14 parishes.

5. **Web Site Upgrades** – Additions to the website will include itineraries, curriculum, and links for themes, natural resources and outdoor recreation.

6. **Project Selection:** Dependent on federal funding availability, the Commission may select project in the next year. The principles for implementation as stated in the Management Plan are authenticity; regional impact; connection of resources, places or themes; partner collaboration; brand, vision and goal consistency. More detail is available in Chapter 3 of the Plan. If anyone would like a copy of the plan, please email or call Debra. Copies are available on disk.
7. **Education**: The Curriculum Directory is undergoing edits now and will soon be posted on the web site. Lessons will be added as they are completed. Richard Hartley has distributed a total of 650 video DVD’s to teachers across the State.

8. **French Language**
   - Debra visited a Pierre Part French immersion school program.
   - The web site will include a list of French speaking businesses.
   - The French version of video is currently undergoing edits. It will be distributed to French teachers AND used as a promotional tool in Francophone countries.

9. **Recent and Upcoming Promotions & Presentations**:
   - LA Tour Guide: pages 16 & 17 are an article about the ANHA.
   - Craft demonstrators participated in the Louisiana Office of Tourism promotion with The History Channel for *The Swamp People* at Chelsea Street Market in NYC.
   - Our video was provided for a showing at the 1) Grammy Awards 2) the Rachel Ray show (use not specific) and 3) as a trailer on the Tarzan movie documentary.
   - Field trips are planned for NARRP National Association of Recreational Resource Planners Annual Conference, April 18.
   - C.R. Caillouet is doing a breakout session at NARRP; Lt. Governor will provide opening address.
   - Other presentations: March 27 Rotary Club, April 25 LSU Historic Preservation class
   - Debra is investigating video showing on Baton Rouge Galvez Plaza (Maybe at Live After Five on evening Cajun Music is scheduled).
   - Accolades (See periodicals on back table): Lafayette: Winner of *Southern Living’s South’s Tastiest Towns & Madewood Plantation, Napoleonville: one of Condé Nast Traveler’s 8 Great Historic Inns of America; also 2-page spread on ANHA in 2012 LA Tour Guide. New Iberia was included in CNN’s top 12 places to visit with New Iberia Main Street recognized as 2nd in the nation.
   - The Opening of Veteran’s Memorial Park just occurred in Pierre Part.
   - The children’s mural given to ANHA by the Historic New Orleans Collection has been permanently placed in Shreveport’s Multi Cultural Center for the South.

10. **Other Project and Activities Updates**
    - NPS Passport Program: Heritage Area participation is underway at the 3 Jean Lafitte NHP Cultural Centers in Eunice, Lafayette and Thibodaux.
    - LA Bicentennial Cypress Trees project with Harvey Stern features 6 trees recognized as standing in 1812, soon to be on LA Bicentennial web site.
    - *The Bridge Collection* art exhibit at Capitol Park Welcome Center has been viewed by 2,252 people.
    - Debra is exploring a collaborative effort with Vicksburg and Natchez National Parks for Civil War promotions, especially during the year 2013.
    - Spring Bayou Restoration Team is looking for assistance in restoring and upgrading this waterway for continued recreational use.
    - Debra attended a startup meeting to explore a Louisiana Master Naturalist program. Several agencies are involved including LA State Parks.
There is a workshop in Vidalia June 6 on Outdoor Enterprise Business & Legal issues.

12. Atchafalaya Trace Commission:
   - Seats remain vacant for Ascension and St. Martin Parishes.
   - Chris Burton continues to serve for Iberia Parish as he expects to be reappointed soon.
   - Dr. Julie Rose was reappointed for West Baton Rouge Parish for a 3-year term.

Other: Distributed to each Commissioner: 1) A copy of the National Heritage Area packet produced by the Alliance of NHA’s; 2) CD of the Management Plan; 3) Bicentennial Educator’s Desk Reference. The latter 2 were also available on the back table for the public in attendance.

Other Business
Mr. Harold Schoeffler addressed the Commission, recounting the early efforts of the Sierra Club in which he participated, working with State legislators to establish the Atchafalaya Trace Commission. Several projects recognizing the historic, cultural and natural resources including a trace or trail around the Atchafalaya Basin were discussed many years ago. Mr. Schoeffler was commended for these efforts that contributed to the sustainability of the Commission.

Commission Announcements
The Commissioners announced upcoming events in their parishes. Joe Llewellyn reported that Jean Lafitte NHP is collaborating with Madewood Plantation and the E.D. White site on visitor activities.

Charles Caillouet reported Friends of Atchafalaya has adopted a new mission statement that aligns more directly with that of the ANHA:
“The mission of the Friends of the Atchafalaya is to promote and conserve culture, heritage and natural resources, and to increase awareness of the value of the greater Atchafalaya Basin to all people.” Charles Fryling reminded people of the April 24 Annual Friends of Atchafalaya meeting at the Bluebonnet Library at 6:30 PM which will include several presentations.

Pat Gordon moved to adjourn the meeting. Philip Daigle seconded the motion and, passing unanimously, the meeting was adjourned.