Atchafalaya Trace Commission/
Atchafalaya National Heritage Area

Minutes: July 10, 2013 Regular Meeting

A regular meeting of the Atchafalaya Trace Commission (Commission) was held Wednesday, July 10, 2013 at 10:00 AM at the Capitol Park Welcome Center in Baton Rouge.

Commissioners present:
Ascension Parish: Charles Caillouet
Assumption Parish: Phillip Daigle, Sr.
Avoyelles Parish: Wilbert Carmouche
Concordia Parish: Glenn McGlothlin
East Baton Rouge Parish: Gerren Sias
Iberville Parish: Gene Seneca
Lafayette Parish: Jennifer Ritter Guidry
St. Landry Parish: Pam Cannatella
West Baton Rouge Parish: Julie Rose

Commissioners absent:
Iberia Parish: Chris Burton
Pointe Coupee Parish: J. A. Rummler
St. Martin Parish: The St. Martin Parish position is vacant.
St. Mary Parish: Carrie Stansbury
Terrebonne Parish: Patrick Thomas Gordon

Others present:
Debra Credeur, Executive Director
Gerard Overhultz, Laissez Faire, Inc.
Willie Fontenot, Friends of Atchafalaya
Kinsley Paige Seneca, Iberville Parish resident and property owner
Ann Westmoreland, City of Vidalia

After the Pledge of Allegiance, Commission Vice-chair Jennifer Guidry called the meeting to order.

Election of 2014 Officers
Nominations following the May 22 meeting resulted in the following slate of officers nominated for the State fiscal year 2014: J. A. Rummler, Chair; Jennifer Guidry, Vice-chair; Patrick Gordon, Secretary; and Gerren Sias, Treasurer. There were no additional nominations submitted.

Glenn McGlothlin moved to accept the nominations for officers. Gene Seneca seconded the motion and it passed unanimously.

Agenda Approval
Wilbert Carmouche moved to adopt the agenda as presented. Glenn McGlothlin seconded the motion and the agenda was accepted as presented.

Approval of May 22, 2013 Meeting Minutes
Julie Rose moved to approve the May 22, 2013 regular meeting minutes. Wilbert Carmouche seconded the motion and the minutes were unanimously approved.

Federal Funding Update
Debra Credeur reported that federal funding advice for the federal fiscal year 2013 which we are now 9 months into has finally been received. The amount for Atchafalaya National Heritage Area is $288,000.
Management Plan Actions Review
A copy of the Plan’s Implementation Matrix, found on pages 66-73 of the Management Plan, was reviewed. The chart lists goals and objectives, and suggested projects that will accomplish the goals. Projects that have been completed, or are in some stage of progress were highlighted. Considerable progress has been made, both as direct projects as well as actions accomplished through building partnerships.

Projects and Activities Report
Debra Credeur updated the Commission on specific projects underway:

1. Administrative
   • Future Meeting Dates September 25 (4th Wednesday)  November 20 (3rd Wednesday)
     A discussion was held about whether to meet quarterly or continue bimonthly meetings. With accelerated implementation, it was decided to continue bimonthly meetings. Debra asked that Commissioners send dates to avoid should a change need to be made because of a holiday, etc. Currently the default day is the 4th Wednesday.

2. Volunteer Hours Sheet: Include meetings, committee work, any ANHA-related projects

3. Signage Update: 24 signs to be installed; decals are on order. Decals will be mailed to the Commissioners to distribute to supporters and heritage–based entities along with a brochure so more people will learn what the ANHA is.

4. Marketing & Promotions
   • U.S. Gulf States Geotourism Program: National Geographic free promotion: Post attractions and events that showcase your area’s nature, culture and heritage at www.usgulfcoaststatesgeotourism.com. Debra is serving on the committee that will be reviewing the nominations.

5. Foundation Update: An initial meeting was held with the Raymond Hebert, Director of Community Foundation of Acadiana (CFA), to discuss the formation of a Friends Group or Foundation. This discussion was informational and centered around structure, needs, ANHA goals, relationships, etc. Mr. Hebert said even during this organizational phase, CFA could process and hold any donations made to ANHA.

6. NHA Grant Programs Research: Examples of NHA grant programs have been reviewed and are available. A grant program likely will be for future consideration when the NHA federal funding situation becomes more stable, and some of the initial projects have been completed.

7. Curriculum Update: The Atchafalaya NHA curriculum, currently online, will be presented to the BESE board August 14 at their meeting in the Claiborne Building. Extra promotion of it is expected when BESE approves it. You can access the curriculum on our website at http://www.atchafalaya.org/page.php?name=Curricular-Studies. The Commission felt strongly about printing the curriculum and getting it in schools. The cost could be from $33K to $49K, depending on the paper used.

8. Effects of Media Presence in the Basin: Gene Seneca informed the Commission that in the last month, he has had 3 or 4 requests from filmers of reality shows wanting to feature Louisiana residents. These companies often present contracts that can be restrictive, and it is advised to read carefully before signing.

9. Birder’s Guide to Louisiana has been delivered in PDF file format. It is not on the website yet. It is expected that there will be a news release at the time it goes public. This was a partnership with the American Birding Association (ABA). The ABA is looking at a way to print hardcopies, which, with the rest of their guides, will place Louisiana in national and international niche markets (birdwatchers).
10. Debra is now serving on the Louisiana Folklife Commission which provides opportunities to partner with the Folklife Division in gathering information about traditions and other aspects of our culture for future use with creating attractions and events.
11. A free webinar instructing how to collect data from visitors will be held July 31. Information will be emailed after the meeting.

Committee Reports

Civil War and Reconstruction Sesquicentennial Committee
Debra Credeur reported increasing attendance numbers for the events in the Speaker Series:

<table>
<thead>
<tr>
<th>Month</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May 30</th>
<th>May 31</th>
<th>June</th>
<th>July 31</th>
<th>August 8</th>
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<td>37</td>
<td>35</td>
<td>15</td>
<td>43</td>
<td>72</td>
<td>+25</td>
<td>54</td>
<td>43</td>
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With an average of 30 touring Avoyelles battlefield sites + 25 locals coming out to support it

The Marksville Symposium was very successful. Upcoming: July 11 and August 8 at Noon at West Baton Rouge Museum; September 24, 6:45 pm at Pointe Coupee Historical Society, and the October 3 concert at Capitol Park Museum.

Land & Water Heritage Committee

Land & Water Trail Project (Atchafalaya Heritage Trail)
Debra distributed a summary of the Trail project which included a breakdown of initial steps: Inventory of sites, determine the driving trail, identify side trips (paddling, hiking), perform surveys for in-depth information, develop touring map, develop web app or kiosks for interpretive video, develop specialty conference recruitment toolkit. This will be a very large project and will require a consultant with a large and varied skillset. It is possible the additional help previously discussed could be realized in the role a consultant would assume. Even though the inventory of sites has begun and is ongoing, a Request for Proposals would be in order for a project of this magnitude. Debra asked Commissioners to submit suggestions for desired skills in a contractor, and the Committee would review these and proceed.

Charles Caillouet presented an idea to include with the above trail project or as a low-cost, stand-alone project if necessary: Geo-caching throughout the ANHA with locations on a website or page that had frequent updates. There was discussion about tying this in to the larger trail, maybe included in the side trips. This is further outlined in the attached report.

Charles also updated the Commission on other organizations’ activities (in attached report) in the Atchafalaya Basin, one of which was the annual USACE “low-water” trip on the Atchafalaya River in August followed by a public meeting in Morgan City.

Education Committee
The curriculum update was included in the Director’s Project report.

Vice-chair Guidry summarized the projects relative to the federal funding and the Commission’s discussion about same. The Commission would like to 1) Print the curriculum on recycled paper to reinforce our message; 2) Continue to replenish our supply of brochures, DVD’s and other supportive promotional items; 3) Proceed with the Trail Project (Atchafalaya Heritage Trail). Glenn McGlothlin moved that these items be covered with the FY 2013 federal funding. Charles Caillouet seconded the motion and it passed unanimously.
Other Business
Julie Rose informed the Commission about a levee greenway project for which West Baton Rouge Museum is seeking support in the form of Commission endorsement. The project very much reflects the ANHA goals and the Commission unanimously expressed their support. A letter will be submitted to include with the greenway project package.

Commissioners announced upcoming parish events and new initiatives including Lafayette’s Vermilionville summer camp program with heritage and cultural themes, and the Acadie Project, a project identifying the locations of the 3 original Acadian campsites of the exiles from Acadie.

Gene Seneca moved to adjourn the meeting. Wilbert Carmouche seconded the motion and, passing unanimously, the meeting was adjourned.