

IOCTA Spring Meeting 2023

Saturday, May 20, 2023 10:00 am
Perkins Restaurant, Burley, Idaho

Attending

John Briggs
Nancy Briggs
Shalene Dickard
Paul Dinwiddie
Dan Dunne

Jerry Eichhorst
Shannon Gorringer
Jan Gurr
Mike Gurr
Jim Hardee

Dave Price
Sharon Price
Don Wind

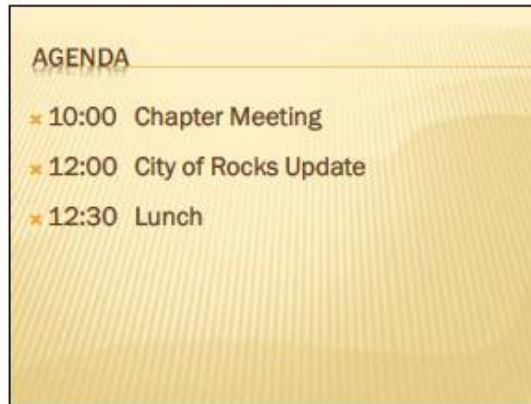
Opening

Jerry opened the meeting at 10:06 am.

Slides from Spring Meeting 2023 (Annotated with Meeting Notes where applicable)



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FINANCIAL REPORT - MAY 9, 2023

Total balance after previous meeting	\$7,853.52
Income	
Membership Dues	\$930.00
Interest on CD	\$45.19
Expenses	
Fall meeting lunch	\$100.00
Web hosting and domain	\$132.00
OCTA dues for SB Museum	\$50.00
Purchase 5% CD	\$6,000.00
Checking Balance	\$2,231.52
CD Balance	\$6,045.19
Savings Balance	\$270.00
Total balance	\$8,546.71
Vote to approve?	

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A motion was made to approve the financial report. The motion was seconded and passed unanimously.

SOUTHERN IDAHO ENERGY PROJECTS

- + Generation Projects
 - Lava Ridge Wind
 - Salmon Falls Wind
 - "Long Road" Solar
 - "Taurus" Solar
 - Cat Creek Hydro
 - American Falls Hydroelectric Project (renewal)
- + Transmission Line Projects
 - Gateway
 - Southwest Intertie
 - Boardman to Hemingway

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LAVA RIDGE WIND PROJECT DRAFT EIS

- + Our Determinations
 - No direct effects to the Trails
 - Indirect visual effects to the Trails will occur
- + Our Comments on the EIS
 - OCTA favors Alternative E
 - Adverse cumulative impacts of other projects are not addressed
 - Project lighting will adversely impact night skies over the Trails

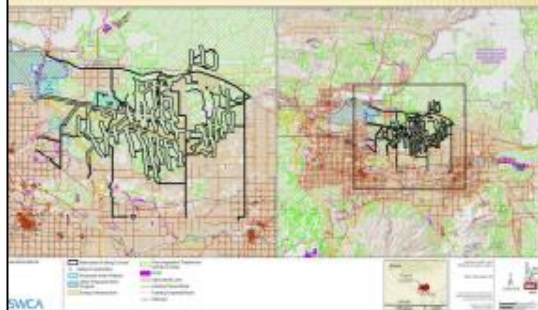
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LAVA RIDGE WIND PROJECT OPTIONS



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CUMULATIVE AREA PROJECTS



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WESTERN TRANSMISSION PROJECTS



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BOARDMAN TO HEMINGWAY PROJECT

- + Oregon Energy Facility Siting Council previously issued a project permit with a designated route
- + Oregon Supreme Court ruled in favor of the proponent, thereby clearing the way for the project to move forward
- + Completed review of the initial Class III Intensive Level Inventory, the Draft Historic Properties Management Plan (HPMP), and the Visual Assessment of Historic Properties (VAHP) reports
 - No direct effects to the Oregon Trail were identified
 - Mostly impacts on setting due to adverse visual effects

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BOARDMAN TO HEMINGWAY PROJECT

- Property Specific Mitigation and Management Plans (PSMMPs) are being created to address each of the individual sites that are negatively affected
- Our main focus now is on mitigation

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SIGN PROJECTS

- + Lane's Grave
- + Fort Boise
- + Ada County
- + Main Oregon Trail Back Country Byway

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OLD FORT BOISE INTERPRETIVE SITE

- Site ID signs have been completed and are being stored by the Idaho Fish and Game (IDFG) until we can get them installed
- Orientation and interpretive signs are in the design process.
- Expecting an updated site plan, along with rough drafts of the orientation and interpretive panels, by the end of the month
- Parma City Council has approved the placement of two signs at Old Fort Boise Park. We will be working with the Public Works Supervisor on the actual installation of the signs.
- Next step is to complete the MOU with IDFG for placement of signs at the Fort Boise Wildlife Management Area

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MAIN OREGON TRAIL BACK COUNTRY BYWAY

- Working with BLM, ITD, and NPS to
 - Reprint the byway booklet
 - ✦ Minor changes to route including removing two U-turn stubs and movement of Rattlesnake Creek signs
 - Repair/replace byway signs
 - ✦ Need to schedule a date to drive the entire byway and note signs requiring work
 - Replace interpretive sign panels
 - ✦ Sun damage over 12 years makes some panels difficult to read

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VOLUNTEER HOURS

- ✦ Report volunteer hours to OCTA – Just Do It! 😊

- Form on national website



- Means lots of money to OCTA
- Meetings and outings should be included in your time
- Conventions included at 12 hours per day

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NATIONAL OCTA – JOHN BRIGGS

- ✦ St. Joseph Symposium
- ✦ Videos
- ✦ Rate Increases
- ✦ Graphics and logo change
- ✦ Other

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RATTLESNAKE CREEK

- ✦ Last fall we identified several possible graves on the hillside across Rattlesnake Creek from the winery
- ✦ April 3 – Paul and I went out with John Grebenkemper and his HHRD dog, Kayle, to search the area
 - Unproductive due to strong, frigid wind and snow

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OTHER OLD BUSINESS?

- ✦ Is there any other OLD business?
- ✦ If not, on to NEW business

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UPCOMING OCTA ACTIVITIES

- ✦ 2023 Convention – Gering
- ✦ 2024 Symposium – El Paso
- ✦ 2024 Convention – Pendleton
 - ✦ Sunday July 21 – Thursday July 25
 - ✦ Wild Horse Hotel and Casino, \$139 / night
- ✦ 2025 Convention - Fort Bent, Arkansas?



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GERING CONVENTION

- ✦ Monday July 24 – Friday July 28
- ✦ Last held in Gering in 2007
- ✦ Lots to see in the area – Ash Hollow, Windlass Hill, Courthouse Rock, Jail Rock, Chimney Rock, Fort Laramie, Register Cliff, Guernsey Ruts, Roubadeau Pass, Scotts Bluff National Monument, several marked graves

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GERING CONVENTION

- ✦ Monday
 - Board of Directors Meeting
 - Opening Reception at Scotts Bluff National Monument
- ✦ Tuesday
 - General membership meeting, speakers,
 - Authors Night 5:00 pm
 - Chapter meeting – Dinner at Steel Grill Restaurant and Bar, 7:00 pm

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GERING CONVENTION

- ✦ Wednesday
 - Bus tours
 - Dinner on your own
- ✦ Thursday
 - Bus tours
 - Dinner with live and silent auctions
- ✦ Friday
 - Speakers
 - Awards banquet

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OTHER ACTIVITIES

- ✦ California Trail Days at Elko Interpretive Center
 - ✦ June 3-4
- ✦ Greenhorn Cutoff Workdays
 - ✦ June 4-7 between Elko and Carlin
 - ✦ Confirm segments of Greenhorn Cutoff on private land, metal detecting, photographic documentation
 - ✦ Contact Dick Waugh if interested
 - ✦ 530-682-9646
 - ✦ camalobo@comcast.net

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PLANNED IOCTA ACTIVITIES

- ✦ Fall Chapter Meeting
- ✦ Saturday, October 14, 11:15 am
- ✦ Idaho Pizza Company, Overland and Orchard, Boise
- ✦ Check out Ada County Oregon Trail Recreation Area after the meeting
 - ✦ New signs and graveled pathways

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POSSIBLE IOCTA ACTIVITIES

- ✦ June, August, September being considered
 - ✦ Drive MOTBCB to note sign work
 - ✦ Marking outing on byway
 - ✦ INL Jeffreys Route, Big Hill, Lander Road, Kemmerer cadaver dogs, Vale to Farewell Bend, Salmon Falls to Three Island Crossing
 - ✦ Rattlesnake Creek with cadaver dogs
 - ✦ Kemmerer, Wyoming, with cadaver dogs

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IDAHO CHAPTER NEEDS HELP

- ✦ The Idaho Chapter has been steadily growing for the last 10+ years
- ✦ Focus has been on having interesting outings to keep membership involved
- ✦ Now it is time to take another step to add more support for preservation and do more marking and mapping
 - Preservation, mapping and marking are some of the most important activities OCTA does.

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IDAHO CHAPTER NEEDS HELP

- ✦ Membership Chairman / Team
 - Welcome new members, follow-up with members who do not renew their membership, contact Idaho people who join OCTA but not the Idaho chapter
- ✦ Preservation Teams
 - Led by Preservation Officers
 - Don and Dave could use more people to help review projects which have a potential impact on the trails
 - Great opportunity to learn what potentially impacts the trails

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IDAHO CHAPTER NEEDS HELP

- ✦ Mapping and Marking Teams
 - Led by a member of the chapter Leadership Team
 - Add and replace markers as needed
 - Split Idaho into east, central, west
 - Each area has one marking outing per year, additional outings held if desired
 - Eventually learn MET Mapping techniques and begin formally mapping the trails in the state
 - Great opportunity to learn detailed trail segments

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IDAHO HUMANITIES COUNCIL

✦ Inquiring Idaho

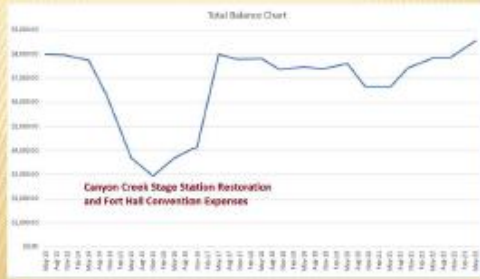
- Jerry applied to be a speaker, topic is the Oregon and California Trails Across Idaho

Inquiring Idaho (formerly known as IHC Speakers Bureau) is a program that serves as a bridge between organizations interested in hosting presentations on a variety of humanities-related topics and speakers who are passionate and knowledgeable about a specific topic.

Inquiring Idaho is designed primarily for organizations that involve adults interested in lifelong learning in rural and urban areas. Speakers are available to talk to seniors, historical organizations, service groups, public library audiences, religious organizations, professional organizations, or any non-profit community groups.

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CHAPTER FINANCIAL TREND



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CHAPTER MAJOR EXPENDITURES

Month/Year	Major Expenditures
May-15	Idaho State Archives Life Membership (\$1,000)
Oct-15	
May-16	National History Day award (\$600)
Oct-14	Canyon Creek Stage Station donation (\$2,000)
May-15	Canyon Creek Stage Station donation (\$8,120)
Nov-15	Convention planning and clothing (\$1,222)
May-16	Convention planning and clothing (\$241)
Nov-16	Spring lunch (\$500), Conventions (\$541)
May-17	Fall lunch (\$136)
Oct-17	Spring lunch (\$289)
May-18	OCTA Education Outreach (\$200), Engeman School (\$200), Fall lunch (\$183)
Oct-18	Spring lunch (\$302)
May-19	Fall lunch (\$155)
Oct-19	Spring lunch (\$600.12)
May-20	National History Day award (\$250), Fall lunch (\$177)
Oct-20	CDR Restoration donation (\$2210), cookies for OCTA (\$246)
May-21	Kathy Conway gift (\$800)
Oct-21	
May-22	Fall lunch (\$211)
Oct-22	Spring lunch (\$229)
May-23	Fall lunch (\$180)

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FINANCE PROPOSAL

✦ Dan Dunne, Chapter Treasurer

- Propose a chapter annual fee increase
 - Estimated \$500 per year for \$5 increase
 - National just increased the cost of all memberships
- Propose a large project for the chapter to spend the additional funds brought in

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It was decided to table Dan Dunne's finance proposal until the fall chapter meeting.

NEW BUSINESS

- ✦ Any other NEW business?

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MEETING WRAP-UP

- ✦ Questions
- ✦ Adjourn

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COMING NEXT

- ✦ 12:00 City of Rocks Update
- ✦ 12:30 Lunch

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Slides from National OCTA – John Briggs



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OREGON-CALIFORNIA TRAILS ASSOCIATION

- Healthy balance sheet but Expenses exceed Revenues.
- Membership has stabilized overall.
- Broadened the capability to 'tell our story' to more people through YouTube, Facebook, and Instagram.
- Network for Good 'Membership' database to help with Fundraising
- Collections Committee recommendations
- Preservation
- Archaeology Committee making progress.

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Finance Committee

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QUARTER 2 REVIEW

The Net Income was:

• Operating Revenues	\$141,981
• Operating Expenses	\$164,366
• Operating Loss	\$22,385
• Mitigation Net	\$0
• Contributions to Endowment Funds	\$5,015
• Investment Changes	\$240,583
• NET INCOME:	\$223,213

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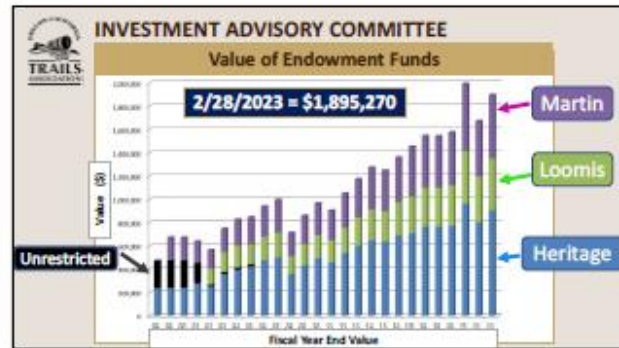
APPROVED

How Do We Fix this Shortfall?

1. Proposal: Raise the cost of Emigrant Level from \$50 to \$60 & Pioneer Level from \$65 to \$75. (Oct. 1, 2023)

Emigrant 50 to 60	Pioneer 65 to 75	Path Finder 90 to 100	Institutional / Business 300	Library 45

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MARKETING / PR

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MARKETING / PR COMMITTEE

Introduction

The Marketing and PR Committee is dedicated to:

- Expanding a comprehensive social media platform
- Producing the proposed new OCTA Brand Guide and Logo
- Redesigning OCTA's Webpage and adding new features

Why do all this?

Gina Sifers, Chair

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The key to OCTA's Outreach

Social Media Marketing (SMM)

[sō-shā' mē-dē-a' mā-rē-tīng]

The practice and industry of marketing on social media.

Investopedia

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MARKETING / PR COMMITTEE

59, 539 total views (most recent number)

The Top Three:

1. The Forlorn Hope	6,600
2. Jim Bridger's Rifle	3,600
3. Douglas, WY – Trail Pres.	3,000

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MARKETING / PR COMMITTEE

YouTube Results:

From January 2022 to February 2023 > 50,400 Views!

YouTube Channel
<https://www.youtube.com/@octatrails>

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MARKETING / PR COMMITTEE

Facebook:

- 96 Facebook Groups comprising over 2.9 million members were joined.
- 45 OCTA videos were promoted in 658 instances to an audience of 19 million potential viewers.
- This activity resulted in 41% of our total views coming from these Facebook postings.

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MARKETING / PR COMMITTEE

Facebook and Instagram

Reach

Compare your reach from this period to the previous one.

Facebook Page reach	Instagram reach	Paid reach
99,635 ↑ 34.5%	5,372 ↑ 225.2%	122,561 ↑ 459.9%

OCTA reached a record number of people/contacts this past year, is on a growth curve, is gaining momentum, and is seeing exciting, positive results.

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LOGO

Why Do We Need a new Logo?

Our Current Brand:

- Print- based
- Limited Internet Use
- Limited Graphically
- Lacking consistent text, colors, graphics.
- Not marketing-oriented.

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LOGO

Internet Era Shows action Tells a story All media

← Same Ingredients plus the Name

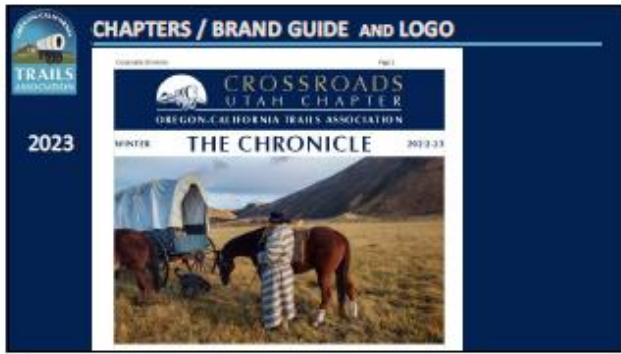
Pre- Internet, 1982 Static: no action Not dynamic Print media

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BRAND GUIDE AND LOGO

Carsonite Stickers & Information Boards

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COLLECTIONS

Long Term Preservation of Original Materials

Recommendations:

- Maintain and Update the OCTA Collections Policy
- Maintain and Expand OCTA Branch Libraries
- Prepare Guidelines for Print and Online Historic Materials (digitization)
- Establish a Central Collections Database with Descriptions of Material Locations.
- Hire a full-time staff position of Trails Collections Curator.
- Permanent Underground, Safe Storage of Irreplaceable Materials.

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OREGON-CALIFORNIA TRAILS ASSOCIATION

ACTIONS

- The Marketing projects using Social Media, especially YouTube, Facebook, and Instagram.
- Improved membership information from the Network for Good database
- Improved ability to manage membership movements as a result.

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