

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION
APRIL 23, 2012
MINUTES

A meeting of the Pennsylvania Historical and Museum Commission was held on April 23, 2012 in the 5th Floor Board Room of the State Museum, Harrisburg, Pennsylvania. The following Commissioners were present: John A. Barbour participated via conference call, Karen Dougherty Buchholz, Susan Corbett, Senator Jim Ferlo participated via conference call, William V. Lewis, Andrew E. Masich, Representative Robert Matzie participated via conference call, Ann Moran, Jean Craige Pepper, Representative Scott Petri, Richard Sand, Katie Eckhart represented Senator Joseph Scarnati and Alice Lubrecht. Andrea Bowman, from the Office of General Counsel was present as PHMC Counsel.

The following staff was present: Ann Barnett, Michael Bertheaud, Jean Cutler, Scott Doyle, David Dunn, David Haury, Tom Leonard, Howard Pollman, Rhonda Newton, John Seitter and James Vaughan. Mickey Rowley represented the Pennsylvania Heritage Society.

Chairman's Report

The meeting was called to order by Chairman Masich at 9:05am. Commissioners and staff in the room were asked to introduce their self.

Minutes of February 22, 2012 - Chairman Masich called for a motion to approve the minutes from the February 22, 2012 meeting. On motion by Mr. Powell, seconded by Mrs. Moran the February 22, 2012 minutes were approved as presented.

House Bill #2056 Tourism Legislation - The Pennsylvania Historical and Museum Commission (Commission) is interested in House Bill 2056, sponsored by Representative Jerry Stern. The Pennsylvania Tourism Commission Act creates an independent commission that will serve as the state's official tourism promotion and marketing agency. The Commissions role is to

work with the Department of Community and Economic Development to help them understand the historic resources we have in Pennsylvania.

State Funding for Museums – The museum assistance grant program, administered by the Commission, awarded grants to museums across the Commonwealth of Pennsylvania. With the exception of some placed properties funded through the Keystone Fund, the funding for museum assistance grant program does not exist.

Two efforts the Commission is following are: Senator John Pippys request for a study for funding museums around the Commonwealth and Representative Mike Turzeye drafting a bill that would address funding for museums around the Commonwealth.

As the Commission develops an affiliates program with museums around the commonwealth, some level of funding will get to the right organization.

Committee Reports

PA Civil War 150

Civil War Road Show – Ms. Buchholz reported on the PA Civil War 150, a statewide partnership of major history organizations convened by the Commission and Pennsylvania Heritage Society.

The Steering Committee last met on March 1, 2012. The Committee reviewed each initiative, goals, financial and staff resources. Priorities include: market signature and commemorative events across the Commonwealth, and a comprehensive website www.pacivilwar150.com.

The Road Show, a multi dimensional exhibit began in 2011 engaging local communities across the Commonwealth and connecting them with the history of their civil war experience from the battlefield to the home front. Through interactive exhibits and activities, joined by engaging programs and performances at each host community, the Road Show will introduce the compelling

stories of the Civil War to audiences across the Commonwealth and beyond. The Road Show is now fully funded through 2012 to include 11 stops.

Civil War in Pennsylvania: traveling exhibit – A 500-square foot traveling exhibit, developed by the Heinz History Center and sponsored by Peoples Natural Gas and supported by the Institute of Museum and Library Services. Beginning in March, approximately 40 sites will host the exhibit for several weeks in Western Pennsylvania.

Publications – The Heinz History Center is coordinating the publication of two books and media initiatives to further reveal an accurate and telling account of the Commonwealth’s Civil War story. *The Civil War in Pennsylvania: A Photographic History* and *The Civil War in Pennsylvania: The African American Experience*. In addition, a collaborative magazine project bringing together content from Western Pennsylvania History, Pennsylvania Heritage and Pennsylvania Legacies is being planned for 2013.

PA Civil War 150 has developed a line of high-quality merchandise to be sold at tourism and cultural venues throughout the state, during Road Show visits in host communities and online. We hope to use an extensive institutional network of museum and historic sites across the Commonwealth to sell merchandise. As of February 2012, about \$28,000 worth of merchandise has been sold, State Museum gift shop and host sites are the most successful retailers.

The meeting was interrupted for approximately 30 minutes for fire alarm evacuation.

Executive Director’s and Staff Reports

Mr. Vaughan gave a brief report on two initiatives: the Spruce-Up campaign and Signage Committee. After the February Commission meeting Mr. Vaughan met with Harrisburg staff to discuss the strategic plan and to seek their suggestions. The meeting was used as an opportunity to launch a spruce up campaign and a signage committee.

Archives - Mr. Haury requested name change from the Bureau of Archives and History to the Pennsylvania State Archives.

After discussion, Chairman Masich called for a motion to approve the name change of the Bureau of Archives and History to the Bureau of Pennsylvania State Archives. On motion by Mr. Powell, seconded by Representative Petri the name change of the Bureau of Archives and History was approved.

Museum (Collections Project) - Mr. Dunn reported that one of the major criticisms from the Collections Audit was the Commission did not have physical or intellectual control over our collections. He discussed the pilot collections project which will focus on our Fine Arts Collection, conduct a physical inventory and reconcile our records. A sample inventory entry for Fine Art Collection was distributed to Commissioners. A second team will conduct a pilot project at Cornwall Iron Furnace and Ephrata Cloister, two of our historic sites.

Historic Sites (Transitions) – Mr. Bertheaud reported on the following site transitions with the Placed Properties Program. Recent site transition success: Nathan Dension House, Pottsgrove Manor; properties currently in transition are: Museum of Anthracite Mining and Cashiers House; properties in the initial stage of being transferred are: Hope Lodge and Mather Mill, Morton Homestead, French Azilum and Old Mill Village. The Ft. Lebouf Historical Society requested another opportunity to put together a local coalition to operate the Ft. Lebouf Museum. We are currently waiting for the historical society to submit a business proposal. Recommendations to transition additional sites to local ownership would include: David Bradford House, McCoy House and Tuscarora Academy.

SHPO

Historic Marker Nominations – Mr. Lewis reported that the Historic Marker Committee recently met and reviewed a total of 59 Historic Marker Applications. The Committee recommends

approval of 15 applications, preliminary approval of 3 applications and disapproval of 41 applications.

Chairman Masich called for a motion to approve the Historic Marker Nominations as submitted. On motion by Representative Petri, seconded by Mr. Powell, the Historic Marker Nominations were approved as submitted.

Economic Benefits of Historic Preservation – Ms. Cutler reviewed the Economic Benefits of Historic Preservation that was distributed to Commissioners. This project is supported by a Preserve America grant from the National Park Service and administered by the Pennsylvania Historical and Museum Commission.

Senate Bill #1150 Historic Preservation Tax Credit – Senate Bill #1150 was recently passed by the Senate and now moved over to the House for consideration. Enactment of this program would make Pennsylvania the 31st state to establish this type of program; designed as a companion bill to the Federal historic tax credit program. The Historic Preservation Incentive Act would provide a 25% tax credit for the rehabilitation of historic structures in Pennsylvania, up to \$500,000.

Properties must be used for income-producing purposes, including commercial, industrial, agricultural, rental residential or apartment use. Buildings must be certified historic structures and follow the Historic Preservation Tax Incentive program guidelines, application and approval process.

Once this program is established after passage by the Legislature and signed by the Governor, PHMC and DCED will develop guidelines for the implementation of the tax credit program.

Commission did not take action on the Historic Preservation Tax Credit and is genuinely supportive of the idea of a Historic Preservation Tax Credit to encourage preservation in Pennsylvania.

Finance Report

Operating/Keystone Budget – Mr. Leonard provided the commission with a Finance Report. Revenue for the Commonwealth has collected \$19.5 billion from July 2011 until March 2012 compared to a budget of \$19.9 billion, about 1.9% difference. The Commission's budget remains unchanged. The 2011-2012 budget was \$17.5 million in General Government Operations and \$6 million in Keystone Fund and the 2012-2013 budget is \$16.6 million in General Government Operations and \$6 million in Keystone Fund. Mr. Leonard reviewed anticipated economic increases through the fiscal year 2014 including wage increases, health benefits, retiree medical benefits and pension. The Commission will absorb increases into our organization.

Pennsylvania Heritage Society Update

Agenda – Mr. Rowley reported the Pennsylvania Heritage Society is the private part of the public/private partnership with the PHMC. Its board members include citizen members and the following PHMC Commission Members: Andrew Masich, PHMC Chair, ex officio, Jim Vaughan, PHMC Executive Director, ex officio, Secretary; Commissioners appointed by Commission Chair: Karen Buchholz, Bill Lewis and Ann Moran. The Pennsylvania Heritage Society board meeting will be held this afternoon following today's Commission Meeting. Membership increased 75 new members with a total of 3,916 members as of April 1, 2012.

Name Change – The board is enthusiastic about the name change of the Pennsylvania Heritage Society to the Pennsylvania Heritage Foundation effective July 1st.

New Board Members – Mr. Rowley reached out to three citizens to serve on the board. Individuals are from Erie, Pittsburgh and Harrisburg.

Old/New Business

Strategic Plan – Mr. Vaughan updated the Commission on the Strategic Plan and asked Commissioners for their comments and suggestions.

The plan assumes that sustainable growth in the future will require increased earned income and increased private, foundation and corporate support.

A vision for 2020 includes on line access that will dramatically increase the public awareness and use of PHMC collections. The catalogue of collections will be accessible online by the general public, scholars, students and other museums. Collection storage will be better organized and meet all professional standards for security and conservation.

A priority goal is that a decision on whether to relocate or renovate the State Archives will be made the end of this year. The Archives building is currently not equipped with fire suppression system or vapor barriers.

Leadership and partnership goals include improving our relationship with other state agencies to improve our efficiency and productivity. We will soon promote Free State Employee Admission to the State Museum in mid-June through Labor Day during lunch hour 11am until 1:30pm every Friday. Other priority goals include restoring PHMC's leadership position in the professional museum and archive communities in Pennsylvania and the nation and build partnerships to allow PHMC to accomplish more with limited dollars, to increase PHMC's appeal to many potential donors, and to gain new audiences.

PHMC's financial goals include ensuring that all placed historic sites are managed by a strong partner organization and increasing the fundraising capacity of the Pennsylvania Heritage Foundation.

Organizational goals include enhancing PHMC efficiency and productivity to become a model state agency and a model of public private partnerships and collaborations.

Mr. Vaughan asked Commissioners to send their comments and thoughts to him and he will send a revised plan to Commissioners in advance of the June 13th meeting.

Adjournment

Chairman Masich adjourned the meeting at 11:58am.