



United States Department of the Interior
NATIONAL PARK SERVICE
Pacific West Region
Juan Bautista de Anza National Historic Trail
1111 Jackson Street, Suite 700
Oakland, California 94607

**Juan Bautista de Anza National Historic Trail
Advisory Commission**

Record of the Meeting
February 7 and 8, 2004

Palm Canyon Resort
221 Palm Canyon Drive, Meeting Room #2
Borrego Springs, California 92004

Council members attending: Andrew Amann , Steve Anderson (Chair), Lynne Anderson-Inman, David M. Brown, Hilda Castillo, Steven J. Fiala, Jeannie Gillen, Reba Wells Grandrud, Carlos R. Herrera, Cynthia Clarke Krug, Daniel McCarthy, Andrew Mills, Austin G. Nunez, Richard Rojas, Roy F. Ross, Russell K. Skowronek, Laurence Spanne, Michael F. Weber, Jack Williams

Council member absent: Cheryl Blanchard

National Park Service staff attending: Meredith Kaplan, Trail Superintendent; David Smith, Trail Interpretive Specialist

Public attending part of the meeting: Kathleen Hayden (California State Horsemen's Association), Margaret Hangan (BLM), Tom Gorton (Borrego Sun), Les Levie (Borrego Springs), Naomi Estrada Weber (Tucson)

Public attending all of the meeting: Lydia Francis (San Luis Obispo County), Reena Deutsch (La Puerta Foundation), Vie and George Obern (Santa Barbara County), Wayne Todd (CORVA), Tom Todd (CORVA)

Decisions and Recommendations

The council approved the Annual Implementation Plan, a part of the Comprehensive Interpretive Plan.

The council recommended that the NPS take steps to compile information on archeology along the entire route.

The council appointed a subcommittee to work on a promotional package incorporating Jack Williams and Cindy Krug's work. (Subcommittee members are Cindy Krug, Jack Williams, Carlos Herrera, Andy Amann, and Roy Ross)

The council recommended that the NPS and supporters work on extended trail trip events possibly in Coyote Canyon, Los Angeles County, or the route from Nogales to Tucson.

The council appointed a subcommittee to develop a freestanding, advisory, fund-raising 501C3 organization. By a unanimous show of hands, the council members agreed to serve on such an organization. (Subcommittee members are Andy Mills, Steve Anderson, Rich Rojas, Jeannie Gillen, Andy Amann, Jack Williams, and Mike Weber)

Next Meeting Agenda

- Approve/reject non-profit
- Subcommittee report on Fundraising
- Subcommittee report on Promotion
- Presentation of Vandenberg overflight film
- Web de Anza update
- Luncheon speaker-politician
- The meeting will be at Mission San Antonio (preferably) or Nogales on November 11-14, 2004

Action Items

The council agreed on the following action items:

Action Items

WHAT	WHO	WHEN
Draft letter to secretary of the interior about the importance of the advisory council meeting, etc. copy the congressional delegation.	Rich and Steve Fiala	3/1/04
Get list-serve started	Steve Anderson; Lynne	3/15/04
Promote Anza Trail for National Trails Day again—perhaps on focus segments	Council	6/5/04
Promote Anza Trail during Public Lands Appreciation Day (PLAD)	Council	9/04
Get Austin's comments on the LRIP themes		
Prepare auto tour proposal ????	Don Kucera (Coalition)	
Prepare compelling vision & final packet	Subcommittee on promotion	Draft 7/1/04 Final 11/11/04
Draft meeting minutes	Meredith	3/15/04
Promote next meeting to area groups again	Council; Amigos; Coalition	11/11/04
Draft proposal for 501[c]3 to subcommittee members—function and structure	Steve Anderson + committee	5/1/04
Outline video project	Carlos	11/11/04
Centralize political information—city, county, and state	Jeannie, Andy A, Steve A.	3/1/04
Select trail segments on which to focus for an event	Cindy, Andy A., Steve A., Jeannie	3/15/04
Document council proceedings (photo books)		
Distribute PDF files of local agency documents to council members—continue. NPS the archive.	Council + NPS should ask regularly at meetings	

Meeting Minutes

Chairman Steve Anderson called the meeting to order at 8:00 a.m. on February 7, 2004. Anderson welcomed the council members and the public.

Agenda Item 1: Review agenda and desired outcomes

Approved with no additions.

Proposed meeting outcomes:

1. Recommendations for volunteer recruitment
2. Approval of the Annual Interpretive Plan with any suggested revisions
3. A short list of trail segments on which to focus
4. Recommendations for the trail
5. Agreement on the future direction of the council

Agenda Item 2: Trail status and auto tour experience

David Smith gave a Power Point presentation showing trail sites and segments by county that a driver might experience along the route.

Gillen: We must identify sites with the logo so people know they have arrived. David: we have brochures for Amtrak and for the Yuha Desert—these are examples of information we provide.

Castillo: Do we have signs in Mexico? **Smith:** We are working with Baja California to install road signs. Smith reminded the council that we are working in phases and the international phase is in the future. **Weber:** We need to start the discussion with Mexico now.

Agenda Item 3: California trail segments with list of constituencies and groups; report on Amigos de Anza (number of members, activities, funds, strengths and weaknesses, needs)

Jeannie Gillen gave a Power Point presentation on California and the Amigos de Anza showing the diverse and broad membership attracted to the relay ride in 1996, listing the challenges faced by each county, and recapping the strengths and weaknesses of organization—what it can and cannot do. This power point is available at the NPS headquarters on a compact disk. Jeannie emphasized that if you want volunteers, give them a job. *She will provide county forms to Meredith Kaplan who will disseminate them to council members.* **Herrera:** I am looking at an event in Imperial County in December. **Williams:** How does the organization ensure diversity in its ranks to involve more people. Does the organization recruit diversity? **Gillen:** Amigos takes a back seat to the local organizers. If there is opposition, the Amigos take part in the local's events. **Herrera:** Anza needs to be in the schools.

Agenda Item 4: Arizona trail segments with list of constituencies and groups; report on Anza Trail Coalition of Arizona (number of members, activities, funds, strengths and weaknesses, needs)

Andy Amann began with a letter from Richard Williams, President of the Anza Trail Coalition of Arizona emphasizing the need for funding (available from the NPS office). He then reviewed the packet prepared by G. Donald Kucera for the council that addressed the issues of membership, activities, funding, strengths and weaknesses, and needs. Each council member received a copy. Amann noted that strength lies in the dedication of the members and the intrinsic value of the Anza Trail. Weakness lies in the aging of the organization members. **Fiala:** I agree with the need to engage younger people in the effort—a key element in the long-term success of the program. **Castillo:** It is important to diversify the organizations. **Gillen:** The recommended reading section of *El Pliego* was good.

Agenda Item 5: David Smith (NPS) report on the VIP program

Reported on two projects: the South Coast Railroad Museum docent program funded through the NPS Trails and Rails Program, and the work of the Amigos de Anza group in San Luis Obispo County on the Salinas River. Reviewed the VIP program outlined in the Long Range Interpretive Plan (pp. 66-73) and the list of activities in which volunteers can participate. Reviewed awards program for

volunteers and the plan to meet with volunteer groups. Plan calls for the NPS to designate a coordinator in each county. Since the organizations have county coordinators, perhaps Smith will work on specific assignments for the volunteers such as GPSing the recreational trail. Finally, Smith noted that with two NPS staff, we cannot do the job of coordinating volunteers—we need to find solutions.

Agenda Item 6. Discuss attracting and keeping volunteers. Should the NPS manage the Anza Trail VIP program or should our support groups? Can existing groups provide what we need?

The council brainstormed and Kaplan recorded the following recommendations for volunteer recruitment:

Volunteer Issues

1. Roles
2. Management of the VIP program
 - Leadership
 - Ownership
3. Volunteer support
4. Job descriptions for volunteers
5. Communication (technology available)
6. Recruitment, retention, recognition (annual meeting), and motivation
7. Youth involvement
8. Scale and structure (2 NPS people and huge trail and lots of potential volunteers) need a recommendation—county or otherwise. Does the existing structure work to have two groups?
9. Measurement of success (members, hours, people contacted, dollars raised)
10. Training and reporting standards
11. Project menu/defines size of commitment (Daniel McCarthy can provide a project-specific form for review which will help define the volunteer commitment)

Discussion of other trail organizations: **Williams:** What are the NPS roles in relationship to the support organizations. NPS has limited resources. What is role NPS sees as reasonable to take on with volunteers? There are two people and a huge trail. If things are to come into being, they have to be independent to a significant extent. **Kaplan:** The model for trail support organizations is to be self-sustaining, operate on its own, and operate the VIP program—only about 10% of their budgets, at the most, comes from the NPS. All the national trails have small NPS staffs. The NPS acts almost as staff to the organizations. Our role is one of oversight. **Fiala:** We should brainstorm individual roles realizing that there is a limited number of things we can accomplish—we can pick and choose. **Rojas:** Is there an umbrella non-profit that could be a funding stream for the trail? Kaplan: responded with information about the Partnership for the National Trails System and the \$40,000 increase in base funding the Anza Trail received this year. **Anderson-Inman:** I recommend brainstorming what the organizations can accomplish since the list for individuals could go on forever. [Please note that the flip chart notes are in *italics* below and the general discussion is in regular type.]

Roles for the Volunteer Organization

- *Lobbying*
- *Fundraising*
- *Education (retired teachers could play a role)*
- *Community awareness*
- *Liaisons for related groups/events*
- *Mapping opportunities*
- *Locating recreational trail alignment*
- *GPS data collection*
- *Resources stewardship*
- *Construction and maintenance/signing the Anza campsites for education*
- *Site interpretation (personal services, living history)*

- *Research*

Management of the VIP Program

- *Not-for-profit organization that facilitates programs by fundraising.* **Williams:** The existing organizations do not do advocacy or raise money. There is a need for an overarching trail organization that could raise funds to channel to the NPS—could provide funds to hire a VIP coordinator. **Kaplan:** The National Park Foundation has set up an account for the Anza Trail and could hold funds for the trail to use.
- **Weber:** How does the NPS ensure that organizations are diverse or the interpretation is accurate if a non-profit runs the program? There needs to be a relationship between the NPS and the groups that currently does not exist. **Kaplan:** We do have an agreement with each of the existing organizations that requires diversity and accuracy, but enforcing it is another matter. **Weber:** How does the relationship between the official support groups and other groups work? **Williams:** Can we move beyond encouragement? Probably not, but we can set standards. To receive NPS funds, a group would need to meet certain standards. **Fiala.:** 4th graders may not demand accuracy but an introduction—not every group will have the details. What we are trying to do is inspire and educate.
- *NPS should provide VIP coordination; county representatives are non-centralized.*
- *NPS should have a formal understanding with organizations to ensure that standards are met.*
- *NPS must have and provide the best information—the highest standards, but audiences vary in the need for depth of information.* And volunteers vary in their abilities. There is no mechanism for control.
- **Anderson-Inman:** The issue may be one of lack of information—the NPS should prepare a volunteer handbook that has all the information for trail interpretation and a handbook for 4th grade curricula. Address ethnic/cultural issues. **Williams:** However, there is not even agreement among professionals on what the expedition might have looked like. The costume guide for the 1976 reenactment was helpful in providing the basics. NPS could pull information together—it's a reasonable expectation. **Smith:** The NPS in this phase of interpretation will be gathering information and making it available on the web. Also, the Trail received a Parks a Classrooms grant to reach out to teachers in six districts in economically challenged areas: Nogales, Tucson, Yuma, El Centro, Los Angeles and Oakland. **Rojas:** Contact Donna Pozzi in interpretive shop in Sacramento—State Parks is trying to link to the California Educational Framework. **Krug:** The FAQs will help get information out. **Brown:** a local person has raised the question is Anza Spanish or Mexican? Volunteers often raise issues that can be detrimental to the interpretive program. **Williams:** In the volunteer handbook we can get ahead of the game and address those kinds of issues. **Brown:** We need to get the information out that Anza is like the kids who are coming to this country from Mexico now—the expedition is the Mexican Mayflower.
- **Ross:** There's an organizational issue among the two organizations. We need to get an organization in place and get some key people to do that. We cannot depend upon the NPS to do that. They have oversight responsibilities, and the council has to give them something to overlook. **Spanne:** There is a role for a group of people who do research—retired professors, etc. Also, California and Arizona may go their separate ways as far as their organization, but we need an umbrella organization—the friends or someone else. You could have chapters under that so they are all linked. *Get an organization in place to do the work—umbrella organization with linked chapters.*
- **Rojas:** Does the council sunset? **Kaplan:** Yes, it sunsets in June 2005. **Rojas:** Is it possible to morph into something into a two-state organization? **Anderson.:** This is on the agenda.

Volunteer Support

- *Training with job descriptions*
- *Volunteer handbook—electronic*
- *Money, especially to reach underrepresented groups.*

- *Video* Carlos is working on a video. Looking for money.

Communication

- *Regular, on-going contact reduces need for face-to-face meetings* **Fiala:** An annual meeting is difficult and costly. Most people are parochial. Maybe do it electronically. **Anderson-Inman:** If there is better, regular communication, there is less need for face to face.
- *County coordinators could meet face-to-face* **Anderson:** Perhaps regular meetings for county coordinators. It's good for counties to see the best practices of counties that are doing a good job.
- *Newsletter* **Gillen:** Groups could each have a newsletter. **Kaplan:** NPS funds to the groups are aimed at helping with printing and postage
- **Williams:** We have two different communications issues. *Public agency to public agency*—working with county governments and *Public to private*. We have two non-profits that have nothing explicitly to do with government and there will be more such entities. Working with county coordinators will not facilitate what we are talking about. **Gillen:** But the county coordinators might work—cooperation between the cities and counties. When county coordinators get together they network and learn from each other. **Williams:** My experience tells me that a county volunteer group will never address those government issues. **Gillen:** I don't agree. **Williams:** Thousands of people are interacting with Web de Anza, and how many of them are associated with an Anza group? **Krug:** It's essential to have face to face meetings. **Anderson Inman:** You can do things locally face to face which is not very expensive. **Anderson:** We have seen local and national non-profits that really take off once they have had a meeting
- *Rotate meeting locations* . **Williams:** I have worked with non-profits that have similar structural issues—if the meeting moves location from meeting to meeting, local people in different areas will be attracted. Combine the meeting with more than bureaucratic details. **Ross:** I support the idea of an annual meeting. And we don't need a handbook.

Recruitment

- *Use National Trails Day* **Fiala:** We get our largest crowds doing trail work on National Trails Day. **Kaplan:** This was on the last Action Item list, but no one did a project. **Castillo:** I did. **Kaplan:** That's right!
- *Work with existing groups and county trail coordinators, e.g. Back Country Horsemen have an agreement with the NPS and have other coalitions.* Kathleen Hayden: Use all 501[c]3's along the way as volunteers. Every county has existing coordinators.
- *Form a youth group through schools—"Youth for Anza."* **Williams:** We need to attract younger people. Go to affluent schools where groups might support the trail. Invite teachers to participate in events. Invite them to become members of an organization. **Anderson-Inman:** Use High School service learning programs, then have high schoolers present to 4th graders. **Williams:** Use ROTC. **Fiala:** Use Scouts and patch. Horse groups. **Williams:** Use state curriculum guide lines. **Estrada-Weber:** Use Web de Anza. **Williams:** Could information about projects on the trail be posted on Web de Anza? **Anderson-Inman:** We need to reorganize and improve the teacher center to come up with a curriculum. **Weber:** Use documents from Web de Anza and then visit trail sites.

Measurement

Rojas: Do we know what we're doing with volunteers and will we recognize when we're there? Is a bi-state non-profit umbrella group? Is it by counties so the whole trail is represented? The easiest thing is to follow the Long Range Interpretive Plan

- *Establish benchmarks to measure progress.*
- *Long Range Interpretive Plan provides a yardstick.*

Training

Rojas: Do we have a VIP handbook? **Smith:** We have a national one.

- *Use existing NPS VIP standards and forms*

Rojas: Volunteer groups should at least use these standards. If local groups want by-laws more specific to their group, they can develop them.

- *Sources of information.*

Menu

Rojas: The LRIP provides a time line.

- *Each area define what's available for volunteers.* (McCarthy will provide form)

Agenda Item 7: Public input

Vie Oborn: I thought most of this group would be descendants. Santa Barbara is proud of the achievements of the Anza people. We toured the trail from Mexico with descendants. Oborn offered pictures of the reenactment. San Francisco has removed the Anza statue.

George Oborn: Descendants are a wonderful source of volunteers. He noted the Anza painting at the Presidio of Santa Barbara. **Anderson-Inman:** I am the mother of three Anza expedition descendants.

Reena Deutsch: Part of a non-profit with the mission to protect and preserve La Puerta (the Cary Ranch) working with the local landowner—has Anza trail and pictographs of what may be the Anza expedition soldier on horseback. What would the council recommend as the experience at this site? Want to show the impacts of the Anza expedition on the Indians who were there.

Margaret Hangan, BLM: Marking 38 miles of Anza Trail from border to Ocotillo Wells SVRA. Offered a Travel Map for the area. David Smith worked with BLM to develop a brochure. Opening on March 28. Good partnership with NPS.

Wayne Todd, Board of Directors, California Off Road Vehicle Association (CORVA), Glad to hear their funds are helping the trail. Represents the motorized interest. Does not want to lose motorized use of Coyote Canyon.

Agenda Item 8. Annual Implementation Plan

David Smith presented a summary of the Annual Implementation Plan, his work plan for the year. Smith asked Anderson-Inman to read the vision for interpretation of the trail and noted that a vision is a new idea for us, thanking Jack Williams for his input. Smith emphasized three issues facing management: staffing of volunteer groups; diversity of user groups—how do we reach them; funding. Smith reviewed the goals for the year: 1) Identify groups of people who can give us advice on issues like clothing, the Indian tribes, and Latino heritage. Jack Williams will be one of the clothing experts. 2) Put accurate information on Web de Anza and the NPS site. 3) Continue to use *Noticias* as a tool to get out information—takes one-twelfth of his time, but worth it. Perhaps we could use volunteers to produce it. 4) Prepare information packets for a variety of uses. 5) Complete a demographic study. 6) Finish autoroute signs in Arizona. 7) Develop specific county site bulletins—one created each month—given to sites in each county. **Anderson-Inman:** Site bulletins should be on the web. **Williams:** Make PDF available for printing but display them as a regular page. Polled public present: seven out of eight get their information on the Web. **Amann:** Check with NPS units and see if they do not have site bulletins already. I have worked with them on Arizpe, Casa Grande and Santa Monica Mountains. 8) Maps to include on site bulletins. **Anderson-Inman:** Maps can be downloaded from Web de Anza. She took away from the last advisory council meeting that Web de Anza needs to align its maps with the needs of people who are going to be on the trail. They are now revamping maps to map clear where the trail is. **Gillen:** When you get on the trail, is there a sign that says “you have arrived?” **Smith:** In some segments yes, in others, no. The Yuha Desert is marked every quarter of mile. **Kaplan:** Volunteers can help us with this. **Gillen:** Volunteers wanted to do that after the relay. They are still waiting. **Smith:** As part of the AIP, he will visit 12 visitor centers such as Anza-Borrego Desert State Park (has trained staff that knows about the trail) or Santa Monica Mountains (does not have staff knowledgeable about the trail). Will train Pinnacles NM staff soon. He also plans to have a county coordinator in each site, but according to Gillen and Amann, that is already done.

Received \$12,000 grant from Parks and Classrooms and in August and September of this year he will go to six school districts to train teachers about the Anza Trail: Oakland, Los Angeles, El Centro, Yuma, Tucson, and Nogales. Will go ahead with the passport program—just ordered stamps for the state parks. Visitors can stamp NPS passport and later an Anza Trail passport. Will move ahead with signs in Baja California even though it is in phase 3 of the LRIP—we will go ahead with tasks as they become feasible.

Agenda Item 9. Discussion and recommendations

Castillo: Participate in conferences and community fairs. The California Association for Bilingual Education in March—good way to connect with teachers. **Smith:** That might be a good thing to work with volunteer groups to attend affairs such as does the San Luis Obispo group. **Williams:** *Noticias* is really wonderful. We should have a statement in it that people can republish articles freely. Also, the Council of Native American Educators in Sacramento has put out handbook that provides a guide for teachers in dealing with these communities and their sensitivities.

The council approved the Annual Implementation plan unanimously.

Agenda Item 10. Progress on and potential improvements to Web de Anza

Lynne Anderson-Inman provided information on Web de Anza in handouts. Two initiatives have been funded. One from the NPS Challenge Cost Share Program (CCSP) to add to the interactive shaded relief maps—will add Monterey and the Nogales to Tucson corridor. Long-term goal is to provide a kind of virtual field trip. Will add another layer to all the shaded relief maps that highlights the national trail and where people can experience it—recognizes there's a need to provide a better connection between Web de Anza and people who want to go hiking. Will add more images and link them to the maps. Don Kucera has offered to help with photos. Second, is a project that came out of the last Council meeting. Larry Spanne found funds through the Defense Department to support interpretation of the trail and add documents from the Portolá expeditions and Fages, the military governor of California. Can add artwork and other items. Thank you Larry!! Funding will also allow something of a redesign and updating of the website. Third, several items on the list generated by Smith, Kaplan, and Mark Horney will be completed: the Bolton footnotes, the rest of the Garcés diary, search function enhancement including Spanish, navigation improvement to help the very diverse audience in a more friendly way. **Williams:** You need a kind of users guide. Teachers could be overwhelmed. Now it's more convenient for scholars than it is for kids. **Anderson-Inman:** We have to tell them what to do. We anticipate building up the archives and building up information on Mexico. Don't hesitate to communicate with me about desired changes. Now that there is some funding, there are actually people working on the website. We need to find some source of funding that will live on into perpetuity. The University will keep it but somebody needs to maintain it.

Agenda Item 11. Protection of archeological sites along the trail

Jack Williams noted that added interest in the history and archeology of the trail exposes archeological resources to people who might not have the public interest in mind and instead are interested in using the information provided to gain access to archeological resources and loot or destroy them. There is not awareness of how serious this issue is. He had visited sites along the trail before it became a national trail and found many highly visible resources there. There are thousands of sites along this corridor; they have unequal value—some redundant, some scarce. One of the goals of the mission statement of the trail is to preserve cultural resources. There needs to be a detailed inventory of sites within the trail corridor that would involve someone going to regional repositories and compiling it. This would help avoidance of sensitive resources. Much of the trail is in urban places where there is not much concern. But places like Anza-Borrego Desert State Park would have resources. Another issue is that the knowledge we have of different parts of the trail is not equal. Archeologists are constantly developing new information. Probably there needs to be an actual survey of areas that have not been done in the past. Must look at primary and secondary impact. This is a serious issue that the NPS has to address. It would be very unfortunate if everything else worked and these sites are destroyed because of it.

Williams then gave a Power Point presentation that first showed a guidebook that included some sites along the Anza Trail that highlighted San Sebastian Marsh. A treasure hunter, involved with an organized treasure hunting expedition, had used such books to loot the site. He unearthed an *espada ancha*, an unusual artifact. He used the information about the Anza Trail to find a real site and then systematically to loot it. The treasure hunter noted in his book that the BLM would no longer allow such activity, but there is a lot of private land on which it is possible. We should ask the NPS to complete a survey, but since it has few funds, it would be useful to form an advisory commission on archeological sites along the trail. And then as much as possible get archeologists to compile a master site list and diagram, so at least at a preliminary planning phase, things don't get worse as a result of the trail. This should be a confidential document. A model of this kind of advisory commission is the formation of a commission by the NPS for La Purisima Mission. There needs to be a direct partnership between the NPS and such a commission. Otherwise there is no really good reason to get the information. Cannot imagine continuing this project [the Anza Trail] and taking people out to sites like San Sebastian without taking this step. The trail will be a success in the long run, and as it becomes a success, it will be a definite danger to some of these remote sites. Any comments?

Nunez: That's why our community is set against allowing the Anza Trail or others through it. We protect sites by keeping people out [Nunez had other comments that could not be heard]. **Williams:** Native American sacred sites need to be identified at least to the level that we don't affect them.

Without being proactive, we might not know where these sites are. **McCarthy:** There is still a process that federal agencies are required to follow where we automatically go back and do consultation with tribes. **Grandrud:** Arizona has a volunteer site stewards program. **Williams:** Deal with problems at the planning stage, not after the looters show up. **Kaplan:** We can include stewardship in the volunteer manual. **Grandrud:** Arizona has an Archeological Advisory Commission—that might be a place to start. **Anderson:** We have Heritage Fund grants for archeological projects. **Rojas:** Would this be a job for a sub-committee? Or the NPS regional office could do it. **Kaplan:** Our issue is that the trail is not often eligible for funds because we do not own the land. But WNPA has research grants we could apply for. Jack's proposal may be specific enough that we could find a principal investigator and then apply for a grant. **[Spanne or McCarthy]:** Who would be the keeper of this information? If we can decide that, that will dictate how the information—where it will go, how it will be maintained, who would have access to it. Between here and the Bay Area, there are probably four archeological repositories statewide that are maintaining an archeological database of what's been surveyed and where known sites are, but also have the data aspects of it of where we don't have information. That information is readily available to archeologists and Native Americans. Whether we take action or not, the information is there and continuing to be collected, so we need to be aware of that and work on a case by case basis. We need to have the eyes and ears on development activities that might threaten the actual trail itself and get involved on a case by case basis. That way we do a record search in a specific area and we know what planning agency oversees the permitting process. We can make sure the NEPA or CEQA or other planning is followed through to be sure they are looking at preservation and interpretation. **Williams:** My concern is not so much with the developers but with the looters. I'm concerned that we will produce maps that can be used by looters. **Spanne:** Well, I think we need to take the campsites off, or not provide a 7.5-minute map with the campsites located so that becomes the magnet. **Anderson-Inman:** I'm sitting here feeling quite guilty because not only do we have maps, but we have miles—we provide the distances. **Smith:** With the information you provide on your maps, you would be hard pressed to find the exact locations. **Kaplan:** And if we did find a looter there, we would finally know where the site was! **Anderson:** Should we consider and adopt anything at this point or make a recommendation? **Fiala:** Jack will work on a proposal and Meredith will be able to get some grant money. **Spanne:** Dan mentioned clearing houses. Basically all you have to do is send in a set of maps and they'll do all the work and send you back all the information. **McCarthy:** You can get it easier than that. For instance, Imperial and San Diego Counties are in a GIS database now. You send them a shape file with the trail on it, and they'll send you a shape file with the locations as long as you are qualified.

Agenda Item 12. Presentation of the Camino de Santiago, leading to a discussion of Anza Trail segments on which to focus.

Meredith Kaplan gave a Power Point presentation of the Camino de Santiago noting the qualities that make it attractive enough that over 60,000 people walked it in 2002. The landscapes have many similarities to those on the Anza Trail. It succeeds through continuity using a diversity of trail and road types; wayfinding; infrastructure of support; attractions; and incentives such as a passport and certificate of completion. It provides a model for the Anza Trail of a 12-century-old historic pilgrimage route that has become a contemporary cultural attraction. We can do this. We could put together at least a couple of 100 kilometer (60 mile) segments on which people can have an extended experience of walking or horseback riding. We could provide passports and stamps along the way, such as Tumacacori, Tubac, La Canoa, San Xavier del Bac, and Tucson. Hoping to get a discussion going to identify trail segments that might be potential for such extended use.

Meeting adjourned to meet again on 8:00 a.m. Sunday, February 8. The council and guests were invited to visit the Anza-Borrego Desert State Park visitor center and to listen to an Anza talk given by Aaron Hock, a volunteer with the park. Gillen noted that George Cardinet had sent costumes down so that some Amigos and volunteers could welcome the council at the visitor center.

February 8, 2004

Agenda Item 13. Review prior day's discussions

No comments.

Agenda Item 14. Presentation of Drafts of Promotional Packages

Item 14A. A Compelling Vision

Williams: In thinking about the trail in the future, I have created something that I hope is humorous. The idea is to have a document such as this Power Point which could be shown to people which would make them understand that the future of the trail is almost certainly heritage development which can be problematic. The idea would be that we could put this on and present a vision of what might actually exist. Williams then ran a 10-minute Power Point that envisioned the trail in 2050. It was indeed humorous and thought provoking.

Anderson-Inman: I need a copy of that. **Williams:** That is literally the idea behind it. This is a very rough draft, but the point is with some media presentation like this, it will be possible to reach a lot of people who otherwise might think we're talking about a path out in the desert but don't see the bigger vision of what this can mean on the one hand for heritage tourism on the trail. It's a business opportunity for some people. Others might find we need more environmental controls—"Anzarama" makes it a little fun, a little less pretentious, the World's Fair approach. This could be something that NPS could use. There might be some copyright issues, but on whole everything in the presentation is not copyrighted. **Kaplan:** There is one slide image of the Salinas River that is copyrighted.

Williams: Bottom line that these things can be easily replaced. We can put it on the web. It might be a friendly way to get kids involved in the trail to have an animated figure of Anza to take them along the trail. **Anderson-Inman:** Even just this, with some of the futuristic things pulled out, kids would like it. But we could put a version of it on Web de Anza. It's the kind of thing we long to have to introduce things in a kind of friendly way. **Williams:** I think that something that runs five minutes that basically took you from one end of the trail to the other—and the other thing is to let people know things have changed. Kids don't have that perception that things change over time [example of kid asking if Anza drove the T-Bird that happened to be at the San Diego Presidio site.] The British do a lot of "Today" versus "Then." We don't have enough material evidence to know what things looked like in Anza's time—Mission San Gabriel is not the mission he visited. **Anderson-Inman:** It's good to have some kind of image. **Williams:** With caveats. Fourth graders need less caveats than adults. The council has my e-mail address—let me know what worked and what didn't. The point is this is to be a grabber of people's attention, not necessarily to say this is what the trail will be or that this is what needs to be. In 50 years, it will be less developed than the program showed but there will be some of these things that we all said "Gosh!" **Fiala:** Jack, do you need any additional images? I

have lots of our parkland and in the Livermore area. **Williams:** This was assembled to provide a rough cut and the NPS provided almost all of the images and maps. I just added a few miscellaneous things. So, it's not the case that anywhere near a final version. The main thing is to get something very soon into NPS hands and make sure we have copyright clearance with the science fiction stuff.

Rojas: How do you put something like this on the Web? **Anderson-Inman:** We can do it and computers now can handle this kind of program. **Williams:** Take it to a professional web designer and adapt it to flash technology that everybody can use. If you wanted to run a mini-movie that would be hard, but it's coming soon. **Smith:** Is it now possible to add music, is that something everyone can download? **Anderson-Inman:** yes, and you can always give them the option. **Kaplan:** We will soon have a library of music and sounds through the project that Greg Smestad is doing. These could be added to the program. We talked with Mark Horney about putting up a 30-second video clip say, of someone packing a donkey. **Anderson-Inman:** Something we have always talked about is some kind of virtual field trip—it's a place to start. **Williams:** Whatever gets designed, putting a little humor in it makes it fun for kids, but also there is a great danger of making it a ponderous intellectual thing.

Item 14B. A public information piece

Krug: I was glad to see Jack's presentation. To many people, getting on that trail is a future endeavor. I will take a more traditional tack regarding a packet of information that can be used in three different ways: for fundraising, for public information/public relations, for volunteer recruitment and training. The hope is that it will be all in one packet. That's a lot to ask, so I'm going to get your help on this. Krug then put the council through a six-minute exercise, dividing the group in two—one group compiling the packet, and one receiving the packet. She then led a discussion on what a packet might include. Ideas were lots of images that could be on a CD, a list of places to visit, a brochure with map, a CD like Jack's presentation—virtual tours, a specific list of funding needs, contact information, participation opportunities, something for volunteers to take away for themselves. Krug then used examples to answer questions such as, How much will people read? How do you get them into the folder? How do you appeal to different audiences? Should the cover image change with the audience?

Agenda Item 15. Discussion of approaches to trail promotion

Gillen: The general public feels very secure and impressed with the support of the National Park Service but with the government, particularly city councils—they are like "I don't want the federal government in here. Don't invite them." I'm sorry to say that, but that's reality. **Kaplan:** The brochure can be done by the support organization, we don't need to brand it. We give them the use of the logo. **Brown:** It's very important for the NPS to control what goes out under its logo. Volunteer groups are wonderful, but they can project an image that might be disturbing to some users. If the NPS logo is going to be used in a support group publication, then the NPS should have review the information. The logo is an official imprint. If the literature comes from the support group, then maybe the use of the logo should be subordinate to indicate it is not an NPS publication. **Kaplan:** That can be addressed in the contact information, too. **Brown:** There are people out there who are willing to use the names of other organizations for their own purposes. **Krug:** Include a web address in contact information. Make sure it's on everything. On the cover, the CD, on every page in the packet. **Herrera:** [holding up image of a soldado on horseback with a lance] I would be concerned about using images like this on the cover of any publication because this sends the image of conquest and colonization whereas Anza was very adamant and very clear about—in his mind I think he was trying to express the idea that military conquest is not going to achieve the goals. Economic contact and cultural exchange are much more his vision, not only here but what he did in New Mexico. Something like this to a lot of ethnic groups is going to be more about one group conquering another and other military exploitation. **Krug:** I'm glad you made that point—a picture is worth a thousand words. That's your *first* response, *first* impression. And so you want to make sure it doesn't just have meaning for you, it has meaning for someone for whom the Anza Trail is their future—they have never encountered anything about it. The public will give you an idea of what they want to know and after a while you prepare it; but the image is really important. **Gillen:** I can add to that. A lot of work went into this image [the Anza Trail logo], a lot of people commented —there are some things that

should be consistent. And this image is the kinder, gentler image that Anza presented. It gives a lot of validity not only to NPS oversight, but to what they have already created. It was created with a lot of thought. **Williams:** I have one thing to say about why people might be frightened by the NPS. I think it is a misplaced fear by landowners in particular that the federal government is going to take their land or tell them what to do with it—especially smaller landowners. **Kaplan:** It took us three years of meeting with the board of supervisors of San Benito County to get them comfortable with federal involvement. **Anderson:** it's an irrational fear, but real. **Kaplan:** Who is going to produce this packet? **Krug:** That's another thing to address. We need to get it down to generic material that any group could have in their packet. The individual groups can produce this packet with their material or it can be an NPS grant project to produce a folder that has some of that generic information either as part of the folder or limited numbers of things to insert like the executive summary to distribute as groups indicate a need. It's costly, and it's very hard to target your audience with that kind of generic material. That's why thought has to come really down to the essence, right down to the essence.

Gillen: Is it possible to have the basic package and then each county to insert their specific target truths with NPS oversight? As many counties and as big as this trail is, you cannot target them with one piece. **Krug:** You have to get the basics in a consistent format and then customize the contents to each group's need. **Fiala:** If you had something visual on the front of your packet—what's a CD cost? 35 cents? You can get a lot of information on a CD. You could have an inexpensive small package. Glossy print can cost several dollars each. With a CD, people have the chance to pick and choose the information they are looking for specific to them. **Krug:** Thanks for bringing that up because I want to address that. Why print? Why all the cost? Why all the paper? Not everybody had access. Not everyone is willing to put that CD in the computer. **Anderson-Inman:** As soon as you say you will have a CD, it changes what you put on paper because what should be on paper is what gets you into the CD. It's the hook that makes you want to get more information relevant to you. The CD shouldn't just be there because "I can." If it's critical, if you see it as critical, then you say "What is going to get the reader of this brochure into the CD?" That's a different level of thinking than what is it I need to share. **Castillo:** If we are going to appeal to funders, they don't have the time to look at the computer. **Anderson-Inman:** For funders, you need to provide information on the economic impacts. You need to provide information and not make them make the leap. **Krug:** The Arizona Humanities Council has produced a very good book, *Building Up Tourism in Your Community*. It provides information on economic benefits. Contact the council. **Fiala:** NPS has done one on rail trails. **Anderson:** RTCA has done one on economic benefits of trails and greenways. **Fiala:** I have found those more useful when you are dealing with communities rather than for fundraising.

Ross: I think that fundraising is the lifeblood of any organization. And it almost deserves a plan of its own that you could spend a whole weekend working on. To me, I'm interested in a short presentation that is effective enough to make me want to look at a longer one. A short presentation means, What do you want? What do you want from me? Why should I give it to you? How soon do you need it? The longer presentation is You should do this because your company can benefit from being associated with this project. I'm not so much involved in grants, but I'm constantly raising private money. That's my lifeblood, it's what I do. But I know those people, and in Arizona, there's a mass of people that would participate in this if the proper presentation was made. The secret is getting into the right place.

Krug: Following Meredith's question about who's going to produce it, do you think there is any value in this group producing some of that generic information to provide to other groups? We already have the annual work plan, the maps, and brochure. The only thing is a gift catalog and the list of benefits. **Ross:** Benefits to your community and benefits to your company are the same thing. **Anderson-Inman:** The annual plan is not something that would provide interest. It needs to be much more visionary than what David and Meredith are going to do this year. It's the vision with enough sense of the real world today and what the needs are. That's part of the hook that can get people to pay attention for longer. **Rojas:** It's in the action plan. Perhaps it's a subcommittee assignment. **Anderson:** Does the council want to have a subcommittee to work on a promotional package? **Gillen:** I think it's a good idea. **Anderson:** Let's do it then. Everybody feel the same? **Williams:** Of relevancy is that in 2005 this group will cease to exist. Putting this together is going to take time. **Rojas** reads from action plan regarding producing information packets. **Williams:** I'm confused

because we are talking about marketing, not education. The way this has been done most successfully was when money was gotten together to hire a professional marketer. And there will be pretty significant printing costs, too. If this organization ceases to exist, what will happen to relevant subcommittees? **Rojas:** I think our charge is to produce something, if not to guide the NPS. We're all professionals. We have skills. I take another approach. I think we have a year to do this. Let's do what we can. Give it our best shot and leave the baton to whatever the next group is. **Anderson:** The work could be transferred to the aegis of a new non-profit that is what we are going to talk about. **Rojas:** So, it would be the subcommittee's task is to find the money, whether it's writing a grant or working with other subcommittee members. **Anderson:** Hold the package together. **Gillen:** I agree. If you send it out, it will come back as Anza with the spear because that person doesn't have the knowledge of diversity that this council has. We can bring so much more to it. That's why we sit.

Agenda Item 16. Recommendations for approaches to trail promotion

Krug: I move that we form a subcommittee to produce a basic marketing packet to address any or all of the three things: fundraising, public information/public relations, and volunteer recruitment.

Anderson: To put the package together and find the funding to produce it.
The motion passed unanimously.

Kaplan: Who is on the subcommittee? **Anderson:** Cindy, Jack, Carlos, Andy, Roy (important, at least to vet the package). Others will participate and all will review the materials.

Anderson-Inman provided a Web de Anza showing during the break.

Agenda Item 17. Public input

Lydia Francis: I would like to thank you all. I'm a member of Amigos. I'm a volunteer. I'm in the trenches and the package you are working on—the training packet, the web site—we download a lot of information off the website. We try to be sensitive to what people will be particularly interested in whether it's recreational trail usage, trail on the ground, or whether it's private property owners who are afraid that their property is going to be condemned, the fear and misinformation about liability. There's a lack of understanding about the benefits of easements on private property for public access. We try to educate the public about the health benefits of the trail. Our governor is concerned with health, and I hope that because of this he's going to be very sensitive to things like trails and recreation. In California we have many children who have weight problems and depression problems because of a lack of places to exercise. We have Moms who are burdened with the need to drive their children to activities and I would love to see a network of trails so that people could use alternative transportation. We deal with county and city representatives, we deal with a public that moves to an area and says, "Beautiful. Where do I go to do this? I need a map." We say, "Join the team and help us build the trail." So the fact that you're working on all this training is wonderful. We have done a lot of things because we don't know any better. We haven't really had a lot of guidelines. We don't know who to talk to, we don't know how to talk with them. When we've attempted something that fails, we wonder if we did it the wrong way or if was just not the right time. We appreciate all you have done, and if there's anything you'd like to share, we'd love to build a better relationship. We're also very much in San Luis Obispo County trying to build a relationship with the Chumash and Salinan people in our area. I know other counties are trying to work with people who are interested in this history. Thank you very much. I look forward to what comes out of this meeting.

Wayne Todd: I want to thank everybody also. And I also want to thank the Governor for having a representative here. What I want to do is wish you well and I also want to invite the Governor on a motorized section of the trail, and that's Coyote Canyon. CORVA wants to extend an invitation to Governor Schwarzenegger to visit a motorized part of the trail. Get a hold of our president, Ed Waldheim, and he can help you arrange that. Thank you.

Reena Deutsch: I could spend all day saying how incredibly overwhelmed I am at the enthusiasm and the competence and the expertise of the council. I really appreciate everything you are doing. I have a few items I want to bring up that I'm not sure I've seen enough of in that right now I'm just

Joan Q. Public, not a representative of an organization. I'm a hiker and a volunteer outings leader for several nonprofit organizations. And I want to give the perspective of a hiker. Jack's presentation was so outstanding, but from a hiker's perspective when you [Jack] had section 1, section 2, section 3, just add how many miles to provide a sense of the distances. Shaded relief maps are good, but for hikers, if you can, put it on a topo map. I know there are archeologically sensitive areas, and whatever needs to be done to protect whatever needs to be protected, fine. But hiking routes for people who are into adventure hiking, that's something that's absolutely necessary. With USGS topo maps and some GPS information it should be fairly simple for a person who is technologically competent. It's also really important for people who like to hike and wander around to show what parts of the trail are open to the public and what parts aren't. If you have privately owned property where it's okay sometimes and not okay other times like the Cary Ranch will be. We'll have times when people can use it and other times when it's not open to the public for security reasons. It would be nice to have some kind of indication of that so that people aren't wandering where they're not supposed to go but can go where they're allowed to. That would be helpful. And I was not asked my opinion, but I always have one—I know in my little vision of the Anza Trail, I look at the Pacific Crest Trail and the John Muir Trail, they have guidebooks, it could be a guidebook for people who want to hike and for drivers, too, one for the auto route. Maybe in ten years, if this council is still meeting, someone will be able to develop contacts with a publisher who would publish a guidebook for the Anza Trail, mile post marker kind of thing. That would be great. As an outings leader, I heard mentioned from one of the NPS people that there are not many guided tours or trips or organized events on the Anza Trail. I have led several trips on the Anza Trail. I with a 4-wheel drive club that went through Bautista Canyon and did interpretation of Anza and several trips to the Cary Ranch and one scheduled in April with the Anza Borrego Desert Natural History Association. So just let us who are leading these trips know that you want to know. I'm sure there are little pockets of groups in different areas that probably are doing this now. The county brochure [Yuha Desert] is probably the best thing I have seen where it's very site specific and region specific. I'm personally going to come up with one for the Cary Ranch. If you do that for each section and put it on the web and people can click on what region or county they want, that would be outstanding. I think in individual areas right now you have people who could contribute to the description. Then if you add to that the hiking information—where are the trail heads, what can you hike and what can't you hike. Then from a non-hiking perspective, just like my working with the Mountain Cahuilla on the La Puerta Foundation project, I'm hoping to see, although I think everyone here is sensitive, more—I'll call it “cultural sensitivity—but I don't mean it in a politically correct sense but more in ways of the encounters with the natives along the whole trail. For example, in Jack's presentation, the first time you heard about the Indians was the Chumash at the beaches, and all along the area were other tribes. It's a really important part of history, and if you are going to try to gather in friends and people in each area, I think that's part of history that often overlooked because of conquest and colonization and so on and we forget about the rest of it. I'd like to see a little bit more of that. And that's my speech.

Smith: As a hiker, you prefer maps that have a USGS topo as opposed to shaded relief? **Deutsch:** yes. **Smith:** You made eight or nine very valuable points. I'm glad you are here.

Item 18: A short list of trail segments on which to focus

Anderson: Before we go on, we have a desired outcome we have not addressed: “A short list of trail segments on which to focus.” Do we want to discuss this? **Kaplan:** Can I explain my concept? Based on my Camino presentation about the fact that the experience of doing a long distance trail hike—right now, we sort of sell the Anza Trail as a local trail—you can get on this trail at home. You are connected to all these things, but you are having a day experience. I've come back with the feeling that I would like to promote one or two sections of the trail as extended trail experiences. We could identify sites that people could visit as they walk and stay at campsites—not *albergues*—but places they can stay. And this would be aimed at equestrians and hikers. I'm thinking of equestrians more, because on the Anza Trail you would probably have to cover longer distances. I thought maybe you could give a little advice from the background you have on what sections would provide a two or three day horse ride or a five-day hike or something like that and begin to focus on it. **Williams:** One preliminary question, why did you not decide to have as a focus the auto route? **Kaplan:** I wasn't on

an auto route, I was walking. We have the auto route brochure right now—we consider this brochure to be an auto route brochure. **Williams:** There clearly are some historic corridors along the route, like there's a day trip from Nogales to Tucson that has historic resources. I think that in contrast with the big picture, which I'm very thankful the auto route does, if there were a brochure that had Pima and Santa Cruz county resources, I know there is an audience for that that there might not be for the whole trail. **Kaplan:** Maybe Nogales to Tucson is the route we emphasize and it could be an auto route and a hiking and equestrian route. **Weber:** We rode that. **Kaplan:** I'm not clear on all the trail, but I know in the Tubac area there is quite a bit of trail and Pima County is trying to get it in. Maybe in the gaps, we could get permission for a couple of special events. I don't know if you guys are up for that—to show that it's possible—to develop passport stamps at Tubac and Tumacacori and San Xavier and wherever and Nogales and have passports and a certificate when people finish and that kind of thing. **Krug:** Along those lines, there is a first draft that was produced for the Tucson to Nogales trip, and it was decided that rather than it be just a one-way it could be a loop so that the traveler is not retracing their steps. Which means having to bring in things from the other segment of the loop. We have a perfect one in that part of Arizona with Karchener Caverns that is close to an alternate return route. That's a grabber! We'll feed off Karchener Caverns! That's the kind of thing that should be considered in planning or deciding on a segment. **Gillen:** Meredith, that would be perfect for the county representatives of Amigos to have that task, to have that goal of—give us a plan of what you can do and NPS will support you with a passport and promoting it. I think that's something we would like to do and are very capable of doing. **Anderson:** Do you know segments right now that you can identify for that kind of a project? Could we identify them now? **Gillen:** Not now, you'll have to let me look over the trail segment forms, but sure. **Kaplan:** I'm thinking short-term here, I must say, to try to have an event on one of these segments in the fall. **Gillen:** Very doable. **Kaplan:** One of the places that I think might be possible because we are working in Price Canyon between Pismo Beach and San Luis Obispo. There's going to be some trail in there. So, we might be able to go from Guadalupe—Vie and George know about this—up on the beach and up through Price Canyon and into San Luis Obispo, and then people could, if they are walking, take the train back to Guadalupe. Or vice versa. They could do it that way without having to shuttle cars. Maybe you can look into that. Lydia, you're in that county, so maybe you can look into that. Another thought was using the East Bay Regional Park District, but I believe that is a little way off—I've talked to Steve [Fiala] about that. Maybe we can have a California one and an Arizona one. **Williams:** I don't know what the position of Anza-Borrego Desert State Park is on having an organized interpretive hike up Coyote Canyon. It is one of the most spectacular places on the trail. It already has a trail and there's riding access and to a limited extent vehicle access. Up beyond Turkey Track is an amazing resource. Unfortunately, many people will not respond to this unless there is an organized event. But I would hate to have an impact on management issues out in that area. How many people are you talking about for an organized event? A hundred people? **Gillen:** I've done it several times—in the '96 relay ride and also in a county ride. I think we limited it to 40. We had the cooperation of State parks. We did camp over at Bailey's Cabin and there is really a road. You can come down out of Anza pretty much on an old Jeep trail and then you get into the wash. That year, there was concern by the resource agencies about Middle and Lower Willows, so they rerouted us. And that changes every year depending upon where the water has gone and willows have grown. So, it's very, very doable. And that's what we do. Limited numbers are good if there are concerns. **Kaplan:** A group could do it, and that could be promoted—every year there's going to be a ride. **Gillen:** That's the Anzarama! **Brown:** I showed Meredith last night we have some rapidly changing developments in the Santa Monica Mountains. We have continuous public ownership from the western end of the San Fernando Valley through Thousand Oaks—probably a hiking distance of 12 to 15 miles, I would estimate—along dirt roads, good condition, through pristine landscapes. It's the designated trail on maps, it's not the historic route, but it's very close to the historic route. That would be very suitable for a major riding event, major hiking event, and much of it is on Park Service Land. If Park Service is willing to put in a campground, there's an outstanding destination—a meadow about 2200-feet in elevation, that's very scenic that you could set up as your temporary or permanent camping area. This is an opportunity to tap into the metropolitan population. This is on the edge of the L.A. metroplex. This is a new development with the state purchase of the Ahmanson Ranch in November. For the

people in Calabasas, there's not a high level of awareness of Anza, so this would be a very visible activity. **Amann:** I am wondering how the O'odham would feel about this segment from Nogales to Tucson. I remember when they were trying to select a site for their new casino operation, it came to light that because of the depth of habitation, there are burial remains and sacred sites all along. You can barely walk on the ground without coming into contact and impact with that. And how you would approach something like that. **Kaplan:** We would not plan on going over the reservation. **Nunez:** I was just going to offer, they did grant permission to another group that had an equestrian ride from the headwaters of the Santa Cruz all the way in to Tucson and they. The council probably would grant permission on a one-time basis for a special event. You could approach them in that regard and perhaps mention that this might happen annually. I think they would be open to that. But we would need to have monitors or guides. **Williams:** Try to include at least one urban and one rural. I think there's a great danger that a lot of rural areas will be overlooked in the signing process. They aren't a large group, but they own part of the trail, too, and opportunities for them sometimes get lost. **Krug:** The things that have been mentioned in terms of one-time access and limited numbers can be exploited for fund raisers in that there is a perceived value factor by groups if they have to pay. So if you promote that a small group may be able to go across the reservation with a native guide, you have the opportunity to visit Coyote Canyon in a way most visitors would not be able to do. **Gillen:** Most people see just the first couple of miles on either end and that's it. And the canyon is most beautiful in the middle. You want to have a two-day—you want to stay overnight in the canyon. It's very, very special. A limited number, this is a special event, you're going to be special because you got to do it. People love it. **Kaplan:** These would definitely have to be sponsored by the organizations. **Krug:** I want to end that comment with, you really have to pick and choose what you are going to do because once you do that you limit your audience. **Kaplan:** You have to provide some options for others. **Anderson-Inman:** There's always a part of the population that can pay, and that's not a problem, but you could have the equivalent of scholarships or free spaces x-number of people to attend so that it doesn't exclude the people who live locally. You want to be able to promote that. **Kaplan:** The goal of this is not to have an exclusive thing, but to set the groundwork for having a public trail. And in the places we can't go—if it were to become a public trail, obviously we would find a way around the reservation, but maybe for a special event we could go on the reservation. The idea would be that people could get in their minds that this would be something they could do. I think the Germans would come.

Anderson: Let me make a quick review of what we discussed. As far as segments, Nogales to Tucson, is an excellent opportunity for an auto route and an equestrian opportunities. And we should begin looking at a sort of holistic approach towards certain segments—developing passport stamps and other things we have discussed this weekend. Jeannie and the Amigos will work to find segments in California that we can provide the same treatment to, with Coyote Canyon as a possibility as well as the Santa Monica Mountains. Keep in mind that we should do rural and urban opportunities. Good discussion on that. Thank you.

Agenda Item 19. Discuss the future of the Council

Anderson: Next is the item we've been waiting for with great anticipation this weekend, and that is the question of the future of the council and providing some guidance from this council on the approach we should take next. Meredith will give us a little bit of a preface to this discussion and then the idea is that after we decide about what kind of guidance we want to give generally to set up a subcommittee to work with representative volunteers to develop a trail foundation or friends group. Meredith, do you want to give us a little bit of preamble? **Kaplan:** Well, the preamble is that this council doesn't have future! As I told you earlier, the council will sunset in June of 2005. I think we're good for one more meeting like this. It will have to be in the next fiscal year, after October 1. Our travel budget is supposed to go down, and you count against our travel budget, so we have to be careful about that. So, we do have one more meeting that we will have, and then after that it will be up to you folks to decide what to do either today or to work toward that decision next time--if you want to continue in some form on your own. It often happens that the advisory councils, which are supposed to be around when you do the management plan (it didn't quite work that way for this trail), on some trails has morphed into the association for the trail. In other cases, they just go away and

there's an organization already there. So, it's up to you to decide how you want to relate to each other and if you want to continue on in some form or other. The decision does not have to be made today but we thought it would make a good discussion. **Rojas:** Clarifying question. Why does the council sunset? **Kaplan:** Because it's in the National Trails System Act that councils have a ten-year life—now this council didn't get ten years because it was chartered before it was appointed. **Rojas:** Is that enabling legislation? Is it the secretary of interior's decision? **Kaplan:** Yes, the National Trails System Act—it was the secretary of interior's decision. It was chartered in 1995, but you were not appointed until 2001. **Rojas:** So there is a possibility that we can go back to the secretary and say, "We got a late start. We want to move the...." **Kaplan:** That potential exists but this administration and the last administration are not crazy about advisory councils, so they don't act very quickly on them, but it is possible. **Anderson-Inman:** Meredith, how do you see us benefiting the trail—now and in the future? Is there a role that you see we could play and continue to play? You say it's up to us. I don't think that's the way it should be. We need to have a sense of what our worth is to you and a direction—is it advisable to continue to have an advisory council for you and for the trail. **Kaplan:** I don't know about an advisory council per se, in fact, I don't think we can have an advisory council—there cannot be a group that advises the National Park Service unless it has gone through this whole process. But if you moved on and didn't call yourselves an advisory council—a similar group of people—I think all the things we have talked about would be very helpful. **Rojas:** So there's a value and a cost benefit for you and David to have us around for a while. **Kaplan:** David needs some experts to advise him when he's developing his interpretive programs, and you are some of the first people we turn to. It may not be an advisory council that we need. We need fundraisers, we need an organization that can have lots of volunteers or at least coordinate volunteers in some way—it may not be their own volunteers, like we are using the railroad museum volunteers to do our interpretation. So, we need help. It may not be in this format. **Anderson-Inman:** In our conversations over the last two days, numerous times it's come up that there's amorphous and sometimes ambiguous relationships and communication between various groups and people who are interested and desire to volunteer. It strikes me that dissolving a group such as this means there is going to be even more ambiguity and less communication—not that that has been our central mission. I would think more support and more focus and more assistance in pulling together interested groups would be better than less. **Gillen:** Absolutely. Well, and the diversity of this council. **Mills:** I think that we have identified work that needs to be done along with David's plan, but we're just in the initial stages of getting that done. My fear would be that if we dissolve, and we don't have that charter from the department of the interior, it will just become some localized, disorganized groups that will be very difficult for you to manage. I don't know the legislation, but I'm wondering if there isn't a way to continue the council with some more legislation. **Gillen:** What if, we all write to the secretary of the interior to thank her that we're on the council and how valuable it is, and it did get a late start, and we would like to see it continue, and we would be willing to cost share the expenses of our meeting, because to government, life is partnerships and cost share. Politicians like it. So if we said we have this passion and that either the agency we represent or the Amigos we represent will cost share the expense of this meeting. We really want to continue. I think that would put our money where our mouth is and would help. **Rojas:** I have another idea looking at the letter that Steve and I never sent out, I'm hearing from Jeannie similar thoughts. The original thought was a group letter to try to secure support from the secretary for appointing us and the work we planned to do for the year to come. Well, we've come a long way. A new concept based on what Jeannie just shared is, we still need to secure that support, we have to be of value to the secretary for her to give us any attention. I'd like to acknowledge receipt of the grant we got this year as a good thing, maybe getting her support to influence the funding source to do it one more year and then possibly—we talked about it yesterday—the group still needs a VIP coordinator. That to me is the big kick. If we can get a staff person for David and Meredith, a funded position, whether part-time or full-time, that's a coup for this group. **Kaplan:** By the way, that was not a grant from the secretary but an increase in our base funding that comes from Congress. How about it being in an organization. **Rojas:** And then rather than ask for eight years, because the clock started late, ask for two years. And we would provide the secretary with a report on what we had accomplished. **Williams:** If this happened, wouldn't it be the case that all the people who are currently here would be replaced and there's going to be a diversity of new people. All of this would

have to done again at the same levels that we've done. So I have to say, pursuing getting the secretary's support is a valuable thing if it can work, but I would say that the one thing that is very clear from the beginning when we met is there is a need for money. And there needs to be a not for profit organization that supports getting money for this trail. And I can't see how the NPS staff can effectively do it because of their limited numbers. And there also needs to be a group that is willing to get up and say this is really important. The reality of this is that this is going to be a competing project with other similar projects, and it's very difficult for people in government to say, "We're more important than you guys." But as people that care about the trail, collectively, we can get up and say that. We shouldn't be overlooked. **Anderson:** We need a representative that's not constrained, is what you are saying. **Williams:** Right. And I'm not sure that we could exist—let's say the thing stops and we say, good faith, we're just going to keep meeting and NPS is nice enough to send people, unless we have a legally recognized collective entity, I think they are just going to say here's individuals that want to help and that's nice, but unless there is some group that you have to deal with—and also, you can't raise money unless you're a 501[c]3. I see all these technical problems with not having a 501[c]3. And the other obvious thing is that it should not threaten the existing organizations. Those two things have to be written into this deal. Specializing into primarily fundraising rather than doing the jobs that already existing groups are is the other key thing. We don't want to add another competing player in the game. **Anderson:** We should explore that thought. **Weber:** I was thinking along the same lines. Going for an extension is a kind of rear action, a defensive action taken to help it go a few more years, and what it really needs at this point is to create a nonprofit. I'm not sure how that nonprofit has to be structured—it has to have some kind of coordination with Amigos de Anza, with the Arizona Coalition, and not replace them and work with them. And the question is, how does that work? Besides fundraising, does it also provide kinds of expertise—it obviously provides lobbying, does it hold the funds in its hands and parcel them out as grants to the Amigos and the Coalition? Does it act as a pass-through organization where the funds just go out without some sort of process? These things have to be worked out in the definition of the structure. **Anderson:** Let's ask Jeannie and Andy about how they feel about the structure of their organizations and how effective they are and whether they could be rolled into a new unit with the same people working at the ground level and have a new umbrella. What's your feeling about structure, because right now we are talking about three tiers. We're talking about the advisory council, an umbrella nonprofit, and the two organizations. We're getting a little complicated, I think. **Gillen:** When we tried to do this before, we found there were so many differences between Arizona's visions and projects and California's vision and projects that it became competitive. And that's a challenge I don't want to see ever again. It hurt both groups, and we decided you do it your way and we'll do it our California way. So, I'm not sure. If we have an umbrella person at the top, we'd all have to understand that. It will be done a little differently. **Anderson:** Well don't we have one overall comprehensive vision for the Anza Trail and don't we take that approach? **Williams:** I'm not sure that's true at all. There are a lot of diverse interests in the trail. I can see the day come when there's a motorized association that's focused the trail. Groups that don't exist now. Whatever this organization is, I absolutely believe in not being an overarching organization, it needs to be a segmented organization so if the people in Arizona want to do their thing, people in California want to do their thing, there's space for that—that there's no attempt to force people into it. I also think the clearest function of it is fundraising. But also advisory. And I would hope that each of the groups as they become apparent, is added in—at least one representative to speak to their issues. I see this as a free-standing, self-regulating 501[c]3 that says. "Okay, there's a proposal to intensify motor vehicle use or intensify riding on a segment—is there anyone who has a thought, and they write an advisory letter that 'from our community's consideration it's well-suited or not well-suited'". Not an attempt to be the Anza Trail chief executive that groups come to. These are groups with their own views and realities. That's totally suitable, and if you try to put this overstructure, the not for profit tsar of the Anza Trail it will create resentment. It has the real potential of pushing people away who might be attracted to using the trail in their perhaps bizarre and a little bit weird capacity. **Anderson-Inman:** As we have seen, these are very vibrant groups. I agree with Jack, when you try to take over ownership of it, then the group could co-opt that. **Rojas:** But I don't think that's what a VIP coordinator is all about whether it's under a nonprofit or under the NPS. They are more of a

facilitator, like Steve's role. I don't see this as a tsar. It's not about control, it's about continuity.

Williams: Isn't that role better filled by someone from the agency and not from a not for profit.

Kaplan: It's hard for us to get staff, to allow the NPS to hire staff, so if you were a non-profit fund raising organization you could provide the funds. **Williams:** What if the not for profit could have as one of its first objectives to raise funds sufficiently to give it to the NPS to hire on a short-term basis someone in this capacity. If that were possible, that's the much-preferred thing. You [NPS] are the ones who will be the coordinators because you are the government's of the whole trail and no one else serves that function. This fundraising is very important. This is essentially a fundraising group, not an administrative group. That's a big job. It's a huge job. Beyond that simply to have an advisory function. Realistically, if there were a nonprofit, it's not going to have a professional staff for some years. It's going to be made up of volunteers. It would be a great burden to ask one individual to be a coordinator. **Amann:** You stated one situation very clearly. We do have different views. To make it

less clear, we have different views within the Anza Trail Coalition as to approaches and methodologies. And that's going to be worked out. We've just had a change in president. **Anderson:** And he wants to what, Andy? Tell us. **Amann:** I'm not going to put words in his mouth, but what he told me that in the next meeting that will take place this month, he has a proposal to collapse the county chapter organization that we now have into one state organization with some provision the counties—he didn't say how—to have some input into this. There are pros and cons. There would be some efficiencies and perhaps fewer conflicts, but on the other hand would be a significant diminution of participation as people see the results of their efforts slipping from their control.

Grandrud: I didn't know what was going on, but I really would like to see us do that. I served as chairman of Maricopa County for about five years, and there were three of us, and we were able to get five or six people. It's awfully hard to sell membership with five or six. You can sell the Anza Trail through Arizona, that's not a problem. But to sell membership in a county like Maricopa County where the population is in Phoenix and they don't know anything about the wonderful trail that goes through Butterfield Pass. The total Arizona organization with county representation could be worked out. **Anderson:** Let's look at the model we have sketched out here and see what the comments are.

First of all, the NPS staff as it exists now with the addition of a VIP coordinator. Keeping the advisory group if possible under the department of interior aegis. Then creating a nonprofit principally as a fundraising group, maybe as a voice for lobbying. And then maintain the Anza Coalition of Arizona and also the Amigos. That's four tiers. A little complex. **Rojas:** Your recap has three options: supporting the NPS with addition of a VIP coordinator, in addition, a nonprofit, and the status quo. **Anderson-Inman:** I don't think we should think of them as tiers. Your nonprofit in that picture would not have any control over the Amigos or the Coalition. **Anderson:** It could be flat.

Weber: From what I hear from Meredith, even if there was an extension of the council for two years, then it's gone. So one should not think of the council as one of the options. Whether it's now or down the road, we're talking about a non-council situation. **Anderson:** As an aside, we have strong congressional support for this trail in Arizona. We could get two congressmen to encourage the DOI to continue the council. **Anderson-Inman:** If there were an extension for a year or two, that would

give time to form a group. **Kaplan:** I do want to say that what Jack said is right. All of your terms are up. For me to go to the secretary and ask to replace all of you... **Rojas:** In the letter, we would ask her to do it for us. We'll tell her, here's when we started, here's what we got done, here's what we want to do for the next two years. It's our challenge to you now to extend us to the spring of '07. **Gillen:** If we started all over again, we would backtrack. **Kaplan:** The National Trails System Act says that you serve for a period of two years. **Ross:** I think what Jack said is true, whether it's now or further down the road, this deal is a dead duck. We need something to replace it and the something should include all the expertise sitting around this table. Whatever that organization is should also have the primary responsibility of raising funds. We have to keep this organization intact—people can change and people will change. Everybody's going to get off of the council some day. Meredith, does the NPS stay involved with this? Is there always going to be an NPS person looking after the Anza Trail?

Kaplan: We are responsible for the trail in perpetuity. **Ross:** So is the probability good that you will have a staff member like David? **Kaplan:** I would say we are probably funded for two positions for a long time. **Ross:** Then I think below those two positions, you need one organization that basically is

this organization and let this organization figure out over a temporary period that we may get from the

secretary, the details—we've been talking for ten minutes and there's already 47 details out there. We have to consider whether we fund that facilitator. I don't believe that there's going to be a power struggle. I don't think anyone here has the desire to be the Anza Trail tsar. I think everybody has Anza Trail with the best interests in mind, so we need a facilitator that probably should be paid. We should fund the Park Service, if we have to, to keep people we have or people like that. And also, you may have to fund a fundraiser. If this thing gets going and we need lots of money and we're paying salaries, we'll need lots of money. I hear projects here all the time. We need money today. We could spend a quarter of million bucks really well spent. I think we need to figure out how we're going to get this thing and not worry about solving all the details in a meeting like this. **Anderson:** So is the reality that this unit is going to morph into something else? Should that be what we decide to do? **Gillen:** That's what I'm thinking. **Williams:** If I were to ask how many people here would be willing to work as volunteers in a 501[c]3 where they are not going to get paid stipends to go to meetings or anything else, really committed to coming together once or twice a year, to continue in this capacity. And secondly, it's going to take a commitment from everyone here that they are willing to actively work on fundraising if they're going to be a part of that organization. I'm not sure myself. I already sit on some of these things and it's often an unpleasant, thankless task, so I suggest that we think about it. It means a real commitment. It's a separate issue in my opinion about this advisory group. This advisory group is excellent as it's constituted now and could still serve a useful advisory role for a wide variety of purposes. That's a slightly different issue than saying I'm willing to go to a charitable organization to get money. **Weber:** It has to be part of some organization—the advisory group. **Williams:** Right. They could be this organization with the understanding that there would be in that organization a group that is raising money. The great danger I see in many organizations is where everybody has great ideas and we have all these projects and things that need to be done, but there's no real fundraising. Instead of raising money, you go out asking all the time and it doesn't serve the purpose of the organization. **Gillen:** It's been my observation over the years that when a council of experts becomes a foundation, and we probably should become a foundation, and then become the fundraisers instead of hiring a professional—for an archeologist to go out and do fundraising—I'm sorry, it just doesn't work. **Anderson-Inman:** I think we should have a professional fundraiser. **Anderson:** Let me just say that Andy [Mills] offered to help us with fundraising, and Roy is a natural for that as well. **Ross:** I'm a poor administrator and organizer. **Krug:** I agree that a professional fundraiser would be much more effective in less time, and the group in whatever form, its role should be to let that fundraiser know what the priorities are. And so I like the idea of evolving into something else that can support the goals that have been set by us and others in whatever way possible and getting a staff person that isn't just a VIP coordinator, although that's a big enough job, but that can serve as a liaison with support groups. **Anderson:** I propose this now. That we consider preparing a letter and try and get an extension for the council, that we create a subcommittee to develop a proposal for a nonprofit that everybody on the council can consider and get feedback on in the near term. **Gillen:** I so move. **Anderson:** Rich seconds. Do we have any more discussion on this? **Williams:** I have one significant point. Will the committee draft the articles of incorporation and other legal documents for the next meeting? Assuming we don't get the extension, we have one more meeting. After that we don't exist legally. At that time, we should have those documents ready so that the group can look at them and say, "This is what we want," or there are some options. I think that if you don't specifically charge the group in this vote, it's very likely they will come up with an impressionistic statement of "Yah, we should do that." **Anderson:** So Jack, we would modify the proposal... **Rojas:** I have a question. Who in the group would want to serve on a subcommittee? And then your charge is, develop the articles of incorporation. We are dealing with two states. I'm familiar with California's nonprofit—I've helped others. **Williams:** Either one of these groups can incorporate in the other's state. It will have to be at home in one state. Fortunately, this is all boiler plate stuff. This is not a complicated thing to do, but it needs to be done. **Anderson:** the point is well taken. The subcommittee would take it under advisement. But we have a vote before us now. All in favor? Any opposed? It passes unanimously. What we're going to do is prepare a letter—Rich and maybe Steve will draft the letter requesting that the secretary of the interior extend the council at least a year. Second, we will establish a subcommittee to develop a proposal for our nonprofit that is to be reviewed by the entire council. If that proposal is accepted, that subcommittee

would work on the documents that we need to have ready for our next meeting. **Gillen:** And could that proposal be e-mailed out so that we can be ready—we’ve read it and we can discuss it and even comment on it. **Anderson:** Absolutely, because the next time we’re going to meet is after October 1, the federal fiscal year. **Kaplan:** And if you want me there, it has to be before January because I am retiring. **Grandrud:** Is there a problem of e-mailing everybody? **Kaplan:** We’re okay as long as the subcommittee doesn’t make any decisions. **Anderson:** So the structure is going to be important. We need to figure out what the most effective approach is going to be. We will establish the list serve. We will review the list of action items **Spanne:** Are your staffing levels comparable to other trails? **Kaplan:** Staffing levels are kind of a function of your budget. Our budget is on the middle to lower end. But we’re one trail and most of the other trails offices actually have several trails. So, it’s hard to compare trail to trail that way. Jere Krakow has about nine trails and all together he may have a staff of six or seven, seven or eight, I don’t know. **Spanne:** I’m wondering about us lobbying at some level. **Anderson:** We’ll think about that too. Maybe we can get the VIP coordinator into that mix. **Spanne:** Who knows, the political stars may line up some time in the future. **Gillen:** This trail covers a lot of area. That’s a factor that needs to be heavily weighed. **Anderson:** It’s an international project. **Kaplan:** It goes through 29 congressional districts. **Anderson:** We can’t forget that, and we need leverage that. Who’s on the subcommittee? I think Andy [Mills] volunteered himself. I’ll be on it. Rich. Jeannie. Andy [Amann] Jack. Mike. **Williams:** Could you ask people to raise their hands if they are willing to participate, assuming the thing happens. It sure would reassure me. People who are willing to serve on the continuation of this council as a 501[c]3. **Anderson.** That’s a pretty good turnout. [all raised their hands] Thank you very much for that discussion. It was an important one and had a positive outcome.

Agenda Item 20. Review outcomes

Anderson: First, we’ll review our action item list from last time. [Using a copy of the action items from the first meeting, the council went item by item, removing completed items as it went, and then adding items.]

Action Items for next meeting

WHAT	WHO	WHEN
Draft letter to secretary of the interior about the importance of the advisory council meeting, etc. copy the congressional delegation.	Rich and Steve Fiala	3/1/04
Get list-serve started	Steve Anderson; Lynne	3/15/04
Promote Anza Trail for National Trails Day again—perhaps on focus segments	Council	6/5/04
Promote Anza Trail during Public Lands Appreciation Day (PLAD)	Council	9/04
Get Austin’s comments on the LRIP themes		
Prepare auto tour proposal ????	Don Kucera (Coalition)	
Prepare compelling vision & final packet	Subcommittee on promotion	Draft 7/1/04 Final 11/11/04
Draft meeting minutes	Meredith	3/15/04
Promote next meeting to area groups again	Council; Amigos; Coalition	11/11/04
Draft proposal for 501[c]3 to subcommittee members—function and structure	Steve Anderson + committee	5/1/04
Outline video project	Carlos	11/11/04
Centralize political information—city, county, state, and federal. Put on website. Bring attention to the project.	Jeannie, Andy A, Steve A.	3/1/04
Select trail segments on which to focus for an event	Cindy, Andy A., Steve A., Jeannie	3/15/04
Document council proceedings (photo books)		
Distribute PDF files of local agency documents to	Council + NPS should ask	

Brown: Do we have any bilingual material? I keep coming back to my vision of this thing that it's the Latino Mayflower. That's the theme that's resonating with me. These are the people that are crossing the ocean—really they crossed the desert, but effectively they did the same thing. And how do we reach out to this larger, more recent immigrant constituency that may not always be that proficient in English, but might really relate to the people who came along—not Anza so much, but the people who came along? These were their pilgrims. In a sense, I think this develops a bond across both sides of the border. I would toss out the possibility of making some of these materials available in Spanish as well as English for people teaching bilingual classes and so on. **Kaplan:** Would you want to develop a little outline of what you think would be important to have in a bilingual format? **Brown:** I don't feel I have the knowledge base nor the skill at working with Spanish-speaking students. **Smith:** Can I offer something on that? As part of my masters, and other studies on how to create media for Latinos in particular, and some of the studies show that—when the forest service tried to develop literature for a Mexican-American audience in Spanish, it doesn't work. A lot of the Chicanos don't read in Spanish, they read in English. And the folks we're trying to reach are generally not hanging around an exhibit, they're at the picnic ground, the soccer area, the other recreation areas. So before we spend a lot of money producing different media in Spanish and in English, we need to decide that this is an appropriate use of our energy—is someone going to use this. **Brown:** There are people out there that do not speak English. **Smith:** Now with educational materials, I think you are right on target. As part of our grant, we are going to translate everything so that it's available in English and Spanish. With other things, we have to go case by case and see if it's effective. **Brown:** Presently, the support groups are heavy with Anglos. The more recent arrivals are a different constituency. Maybe an introduction to a video that speaks to the children of more recent arrivals. **Castillo:** Not all the people in L.A. are Chicano. There are maybe Latino immigrants that have arrived in the last year, do not speak English. And there is a great need for material in Spanish for them. Our visual materials helped many times, a lot. **Williams:** The first people I would go to for advice is INAH. Get some advice on their approach. It may be well suited to recent immigrants. Bilingual is really valuable but time-consuming, and you need a Spanish speaker with familiarity with interpretation. Modern Spanish and modern English don't always track really well. **Fiala:** You also have the international audience—people from Spain and central America. **Weber:** There's been a number of studies on marketing to this big new population of Hispanics in the United States. You can't translate marketing geared to native English speaking groups into Spanish. Because you have different cultural concepts that are going. Marketing has to shift over: more focus on family, and other things. **Smith:** I think that's where the role of the Latino advisory group would come in.

Agenda Item 21: Review our outcomes

Anderson reviewed with the council the proposed outcomes and found that the council had done them all, and it also added a subcommittee on promotion. **Anderson:** A pretty productive meeting, all told. **Gillen:** We're going to get a draft of that packet and then the council will review it at our next meeting after October 1, is that correct? Because the Amigos will be particularly anxious to have it and I'm going to tell them after this meeting that the packet is in the works. **Kaplan:** We can always provide help. Any time they need help, we will do what we can. We just won't be quite as promotional as you guys.

Vie Obern: Jack Williams had a great idea of an art exhibit of all the Anza paintings. They could all be collected, and I'm sure we could display them at the Casa De La Guerra in their art exhibit room. Think about it.

Agenda Item 21. Develop next meeting agenda

Next Meeting Agenda

- Approve/reject non-profit
- Subcommittee report on Fundraising
- Subcommittee report on Promotion

- Presentation of Vandenberg overflight film
- Web de Anza update—30 minutes for Lynne
- Luncheon speaker-politician, perhaps Congressman Grijalva
- The meeting will be at Mission San Antonio (preferably) or Nogales on November 11-14, 2004

The meeting was adjourned at 12:05 p.m. on February 8, 2004 by Chairman Steve Anderson.

Respectfully submitted
Meredith Kaplan, Superintendent
Juan Bautista de Anza National Historic Trail

Approved for distribution _____

Chair, Steve Anderson