



IN REPLY REFER TO:

# 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

### Minutes<sup>1</sup> of the Meeting

March 31 and April 1, 2003

**Pima County Natural Resources, Parks, and Recreation Department  
3500 West River Road  
Tucson, Arizona 85741**

#### Agenda

1. Welcome and introductions
2. Review of Commission purpose and responsibilities
3. Background of accomplishments since 1990 trail authorization
4. Overview, discussion, and recommendations for the Long Range Interpretive Plan
5. Development of strategic plan

**Council members attending:** Andrew Amann , Steve Anderson, Lynne Anderson-Inman, Cheryl Blanchard, David M. Brown, Hilda Castillo, Steven J. Fiala, Jeannie Gillen, Reba Wells Grandrud, Donna Marie Haro, 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:** Michael W. Duty

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

**Public attending part of the meeting:** Roger Anyon, G. Donald Kucera

**Public attending all of the meeting:** Douglas Hamilton

**Agenda Item 1:** Chairman Steve Anderson called the meeting to order at 8:30 a.m. on March 31, 2003. Mr. Anderson welcomed the council members who then introduced themselves by stating their connection to the Juan Bautista de Anza National Historic Trail (Anza Trail) and providing background information.

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<sup>1</sup> This was an introductory meeting designed to acquaint the Council with the trail and each other and to complete work by a workshop approach. These minutes represent a summary of information presented and the recommendations made and are not recorded and transcribed.

The Council reviewed and agreed upon the four desired outcomes prepared by NPS staff and the chair and added a fifth as follows:

1. Familiarity with each member's strengths and relationship to the Anza Trail
2. An understanding of Anza Trail programs, activities and events so that members can contribute to strategic decision-making
3. Agreement on Long Range Interpretive Plan (LRIP) recommendations and priorities
4. A list of strategies for implementing LRIP and trail operations
5. A list of ways the Council can help with the Anza Trail [added at meeting]

**Agenda Item 2:** Meredith Kaplan reviewed the roles and responsibilities of the Council

- Meetings are subject to the Freedom of Information Act (FOIA) which means they are public and recorded
- The council operates under a charter
  - Solely advisory
  - A majority constitutes a quorum
  - Consensus is desired but can advise by an affirmative vote of a majority
  - Sunsets in June 2005
- Responsibilities
  - As Commission Member: To represent an educated public on matters pertaining to the Anza Trail
  - As Meeting Participant: To participate actively; to listen; to respect other's views; to keep comments short

**Agenda Item 3:** Kaplan and David Smith provided an overview of the Anza Trail related to the following topics:

**Milestones**

- 1976: Reenactment
- 1986: Feasibility Study completed
- 1990: Trail designated--#19 in the system
- 1996: CMP/EIS completed; relay
- 1999: Recognized as National Millennium Trail
- 2000: Recognized as an asset in the NPS Pacific West Region
- 2001: Budget increase; David Smith hired
- 2002: Advisory Commission appointed

**Budget**

<b>Anza Trail Funding Sources &amp; Expenditures</b>						
	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
<b>ONPS Budget</b>	<b>\$67,000</b>	<b>\$76,500</b>	<b>\$76,500</b>	<b>\$187,000*</b>	<b>\$188,000</b>	<b>\$188,000</b>
NPS Withdrawals				2,400	2,700	3,900
Salaries & benefits	57,700	61,300	67,000	106,000	149,000	162,000
Travel	6,000	5,500	4,300	8,000	14,100	9,700
Materials	800	3,000	1,900	57,000**	6,700	900
Printing	1,300	1,700	800	1,000	1,500	2,500
Training/ conferences	1,200	2,500	1,500	7,600	5,000	700
Partnerships		2,500	1,000	5,000	9,000	
Advisory Council						8,300
<b>CCSP</b>	<b>\$39,105</b>	<b>\$34,706</b>	<b>\$32,490</b>	<b>\$49,900</b>	<b>\$44,172</b>	<b>\$32,000</b>

VIP	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
<b>Other</b> NPS Cultural Resources to support story telling						\$1,500
Santa Clara University to bring Alan K. Brown to Bay Area						\$2,500
Pima County Parks and Recreation Department support of Advisory Commission Meeting						????

ONPS= Operations of the National Park Service—our base budget

CCSP = Challenge Cost Share Program

VIP = Volunteers in Parks Program

\* David Smith hired in May 2001

\*\* \$37,000 went to Western National Parks Association to contract for 12 trail illustrations  
Materials: covers everything from film to cueras and adarga, signs, tape recorder, computer  
Printing: the newsletter, draft LRIP, CMP  
2001: a banner year—with an increase in the budget and David Smith hired mid-year, we had funds to spend on materials and artwork.  
2003: new initiatives (The meeting could not have been held without the support of the Pima County Parks and Recreation Department and Steve Anderson)

**Auto Route Marking:** 265 signs mark about 800 miles of trail in California

**Site/Segment certification and marking (205 miles)** Names in parentheses indicate that those persons commented at that point on their participation in the certification and marking process.

Federal: 100 miles marked

BLM: 13 Maricopa; 27 El Centro; 7 Ft. Ord (Cheryl Blanchard)

Vandenberg AFB: 30 (Larry Spanne)

Forest Service: 8 (Daniel McCarthy)

Army: 8 at Camp Roberts

NPS: 3 Presidio

State: 47 miles certified and marked

Ocotillo Wells SVRA 13

Anza Borrego 24

Santa Barbara 8? (Richard Rojas)

Henry W. Coe 2

Local Jurisdictions: 58 miles certified and marked

L.A. County 8

Santa Barbara County 13

San Benito County 3.5

Pima County 5.5 (Steve Anderson)

EBRPD 22 (Steve Fiala)

City of Palo Alto 1

City of Atascadero 5 Hot-bed of activity

Two sites: Peralta Adobe in San José and Peralta Hacienda Historical Park in Oakland

**Trail on the Ground:** Uncertified trail in use--Tubac to Tumacácori 4.5 (Roy Ross)

**Partnerships:** see pages 62-63 in draft LRIP

4 federal, Western National Parks Association, 2 non-profits, 19 state, local, and private, 19 CCSP, 4 youth groups.

## **Support Organizations**

Amigos de Anza (Jeannie Gillen)  
Anza Trail Coalition of Arizona (Andy Amann)

## **Outreach**

General: brochures; web; talks and presentations by us or supporters; dedication ceremonies; exhibits to partners; research and writing  
American Indian (Donna Haro)  
Latino/Hispanic (Hilda Castillo)  
Children: school programs, 4<sup>th</sup> grade curriculum; Web de Anza

## **Events**

Annual Anza Days (Cynthia Clark Krug)  
Calabasas  
Los Californianos  
Presidio Pasados  
1996 Relay

## **Wayside Interpretation Development**

About 23 developed and installed through the Challenge Cost Share Program (CCSP)  
Guidelines developed for all national trails

## **Long Range Interpretive Plan**

David Smith described the plan and the process to develop it.

## **Public Input**

G. Donald Kucera made three comments:

1. Have a regional outlook
2. Have patience with agencies
3. Living history is important

**Agenda Item 4:** Smith gave a brief summary of the Long Range Interpretive Plan (LRIP)

Council members offered the following comments:

Cindy Krug: Having a class adopt a trail is a successful way to involve students.

Rich Rojas: We need to consider the universal accessibility of waysides—print size, logo size.

Michael Weber: Trail illustrations do not have accurate information or ethnicity. We should use drawings of the period.

Jack Williams: The NPS has image schizophrenia.

Steve Fiala: How do we advertise our offerings? We could use a newspaper insert that would reach thousands of potential visitors.

Hilda Castillo: We should hire Native American and Latino individuals to do outreach.

A trip to three trail sites was used as a way of evaluating the LRIP and exposing the Council to trail management and interpretation by local, state, and federal agencies. Smith asked the Council to consider the following questions as they visited sites:

Santa Cruz River Park

1. What groups benefit from this trail? Which don't?
2. Is it evident that you are on the Anza Trail? What other media would help convey this?

Tubac Presidio State Historic Park

1. What media is most effective in showing that this is an Anza Trail site?

2. Is it evident to the park visitor that this site is a major component of the Anza Trail? If not, what would help?

#### Tumacácori National Historical Park

1. What is the most effective interpretive tool used at Tumacácori? What media reached you most effectively?
2. Do you see any type of consistency about the Anza Trail between this and the other two sites?

The Council then visited the following sites:

- Tucson Trail along the Santa Cruz River—urban trail; wayside exhibit prototype; local agency and non-profit support
- Tubac Presidio SHP – rural trail experience; another style of wayside exhibit; state agency support; local support group activities
- Tumacácori NHP – first person interpretation

On the following day, Smith led a summary review session on interpretive media encountered on the field trip. The Council comments noted below and others will be considered in the revision of the draft the Long Range Interpretive Plan (LRIP).

#### **Wrap-up of day one—comments on interpretation**

Did the Council find consistency in the interpretation at the three sites?

- Use the logo—colors are key—use the same colors. A marker at every trail head.
- Have a ramada or shade structure at every site
- Branding is important—the logo is a good start. The black band is an NPS brand.
- Recognize partners clearly
- Keep something that does not change.
- NPS sites must recognize the trail—how are agencies aiding in recognition of the trail?
- Need highway signs to direct people to trail sites
- Use more visual elements to help people who don't read English or Spanish or young children
- Develop a brochure to direct people in local areas to specific sites

#### **How did the ramada [at Tubac] compare to the other exhibits we have seen?**

- Too dark
- Too many words
- Not enough information about the trail
- Pima County wayside a good model
- Add a brochure box
- Lack of American Indian information—the whole story not told
- More images, less text—appeal to children
- Give website address
- Provide a shelter template or standardized approach with alternatives that accommodate budgets and regional styles—make it possible for local people to construct
- Component pieces such as directional signs need to be included

#### **How accessible were the sites visited?**

- What are the legal mandates?
- Advisory Council not the experts

**Agenda Item 5:** In facilitated workshop and brainstorming sessions, the Council addressed questions of public awareness, public support, funding resources, increasing the pool of volunteers, and funding a volunteer coordinator for the Anza Trail.

## **WORKSHOP**

**The image on which our work today is based:** a pyramid of public, political, and media awareness at the base, leading to public and political support in the middle, and funding at the top.

[The following is a direct transcription of the wall sheets recording Council comments. Bold indicates headings on the wall sheets.]

### **Workshop on Public Awareness**

#### **What does public awareness mean to you?**

- Knowledge
- Name recognition
- Informed knowledge
- Value-added
- Connection
- Provoke interest
- Appreciation of resource
- Increase numbers of people asking about the trail
- Motivation
- Ambassadors

#### **Why is Public awareness about the Anza Trail important?**

- Landowners
- An event without advertising is like winking at a woman in the dark
- Generates interest
- Numbers talk
- Creates a sense of ownership
- Resource protection
- Have responsibility to tell the public about their resource
- Annual funding
- Public awareness leads to political awareness = support
- Use of the trail

#### **How the Advisory Council Will Increase Public Awareness for the Anza Trail**

##### **Educational Outreach**

- Make teacher packets
- Make it a high school Arizona history requirement
- Increase educational materials
- Provide school field trips
- Get into classrooms
- Make periodic presentations to Rotary, bird watchers, schools, community councils
- Expand the number of links to Anza web site
- Visit schools with information
- 4<sup>th</sup> grade mission education in California
- Make planned presentations to target groups

##### **Community Events/Involvement**

- Participate in events (National Trails Day, PLAD [Public Lands Appreciation Day])
- Volunteer for projects
- Participate in events—Anza specific and participate with others
- Stage reenactments
- Participate in local and community events

- Media—Fiestas de Anza

### **Build Constituencies**

- Get politicians out on the trail
- Work with local officials
- Contact each congressional office (29 of them)
- Cooperate between jurisdictions
- Enlist support of politicians—events and proclamations
- Use own sphere of influence
- Increase stakeholder networking
- Work with and through citizen groups
- Lobby and promote the trail—council members become ambassadors
- Work with local service groups
- Work with local planners—be part of the process

### **Funding**

- Approach rich people
- Create an Anza Trail foundation
- Provide project specific funding

### **Media Relations**

- Have Anza articles in newspapers
- Produce brochures with local information—motels, resorts
- Contact media representatives and offer information and tours
- Develop technology—computer game, video/DVD
- Increase media presence
- Promote media coverage

### **Marketing Promotion**

- Provide incentives for promoting the trail
- Categorize and distribute existing materials
- Include trail in all state maps
- Make traveling displays for businesses
- Cooperate on funding Web de Anza
- Produce trail video in English and Spanish
- Design a poster for the trail

### **Research**

- Support research and scholarship
- Work with universities to assess public awareness and develop a marketing plan

### **Increase Physical Presence**

## **Workshop on Public Support**

### **What does public support mean to you?**

- Values corridor, wants it, uses it
- Commitment
- Financial support
- Ownership
- Becoming actively involved

- Defend when threatened
- Advocate for
- Strong volunteers
- Management assistance
- Partnerships
- Volunteering

#### **Why is public support important for the Anza Trail?**

- Protection of the resource
- Validates need for the trail
- Supports the case for fiscal resources
- Encourages landowners to participate
- Influences public support
- Expanded uses
- Preserves for the future
- Promotes federal funding
- May raise concerns with private landowners (too popular)
- Promotes multi-cultural involvement
- Responsible use of taxes

#### **Focus Question: How can the Advisory Council and the NPS increase public support for the Anza Trail?**

The Council felt that this question had been substantially answered with the response to public awareness. During this discussion, the following comments were made:

- Cindy Krug: An event without publicity is like winking at a girl in the dark.
- Jack Williams: What is the purpose of the trail? Is it commemorative or recreational?
- Steve Fiala: Recreation should not deter interpretation. This is a management issue.
- Jack Williams: We need to be clear so that ambassadors can be clear—interpret and preserve the historic landscape.
- Rich Rojas: Tell the story of immigration, not colonization—same as the Oregon Trail. This provides a connection with people.
- Reach out to new constituencies—Latino cultural groups. Instead of recruiting from the choir, develop a new congregation.
- Make it an American trail—mandate it in textbooks.
- For interpretative materials, provide opportunities for peer review and that on Indians and Latinos
- Include a historical segment in *Noticias*
- Provide manuals, scripts, or FAQs to docents with images of plants, animals, dress, etc.
- Create a living history manual
- Develop an information packet for fundraisers
- Identify people who care about the trail.
- Jack Williams: we need to develop a vision for the trail. “The Anza Trail will make America better because....” Be compelling, sexy, the hook.

The Council then engaged in a brainstorming session on funding sources and on increasing the pool of volunteers.

#### **Funding Resources**

- Develop more partnerships
- Transportation
  - Federal—TEA 21
  - State
  - County



- Congestion management
- Embed trail in government plans
- NPS
- Local bonds
- State grant programs
- State bond program
- Arizona Heritage Fund
- Arizona Humanities Council
- Safe Routes to School
- Department of Tourism
- Vista volunteers
- Tucson-Pima Arts Council
- San Francisco Foundation
- Marin County Foundation
- Wells Fargo
- Packard Foundation
- AAA in San Francisco
- CA proposition 50 (watershed)
- Salt River Project
- Metropolitan Water
- Ted Turner
- Stocker Foundation (Pima, Santa Cruz)
- Tribal casinos—related to tourism to the casino
- Melinda and Bill Gates Foundation
- Santa Barbara Foundation

**How can we increase the pool of volunteers to help with the Anza Trail?** (underlines indicate places where the council could consider developing lists)

- Story has to be more inclusive
- Identify constituencies
- Participate in community events
- Identify other groups not officially part of the Anza Trail (Latino, etc.)
- Designate the Anza Trail as an international trail
- Have county coordinators work with the NPS
- Identify specific jobs and programs and develop job descriptions
- Trail nodes, i.e. Missions to recruit volunteers
- Advisory council—supports the story—tell story at the time Anza passed through
- Non-profit support to work with NPS/county coordinator
- Volunteer organizations need some nurturing
  - Support from agency partners
- Volunteer coordinator position needed
  - Funnel \$\$ through National Park Foundation
  - Look for grants
- Tap into national population for support/funding—Web de Anza has national base
- Work with existing events and groups and orient folks to the Anza Trail
- Create a mechanism for ensuring subject expertise is used
- Publications and newsletters a tool for recruiting volunteers

#### **Funding for Volunteer Coordinator**

- Department of Agriculture (Rural Economic Development)
- Arizona State Department of Commerce

- Bump in NPS budget FY06
- State-based volunteer coordinator (one for each state)
- Wealthy individuals
- Businesses/countries
- Spanish consulate opening in Tucson/San Francisco
- Partnership for the National Trail System (Gary Werner)
- Banks
- List of descendants
  - Ask to see them
  - Follow up visit

**Public Input:**

G. Donald Kucera made the following comments:

- Refer to the trail as “Anza” or “Anza Trail” not “de Anza”
- Know your limits
- Council did not deal with everyday problems
- Need someone in charge willing to commit themselves
- Everything takes time. Getting trail on the ground is difficult and time-consuming
  - Worked for several years to open an easement restricted to equestrians
  - A two-year owl survey has held up the Canoa property
  - Tubac-Tumacácori segment should have been certified 6 years ago

**Next Meeting**

- Develop List-Serve for information sharing/advice
- Conference Call
- Mail out information needing council input
- Everyone agree to attend the next meeting
- Members willing to self-fund
- Next meeting location:  
Borrogo Springs November 2-4, Sunday through Tuesday

**Action Items**

The Council agreed on the following action items:

<b>WHAT</b>	<b>WHO</b>	<b>WHEN</b>
Draft letter to secretary of the interior about the importance of the advisory council meeting, etc. copy the congressional delegation.	Rich and Steve Fiala	4/15/03
Write grant to help with travel cost to next advisory council meeting	Andrew	6/1/03
See if List-serve violates FACA	Meredith	4/15/03
Get list-serve started	Steve Anderson	5/1/03
Look at Web de Anza and evaluate how it could be improved	Council	5/1/03
Prepare Executive summary –promotional, compelling vision	Cynthia, Jack, David	11/2/03
Project summary of trail segments with list of constituencies and groups	Council, Meredith, Coalition and Amigos	7/1/03 draft 11/2/03 present
Meeting minutes	Meredith	4/15/03
Promote Anza Trail for National Trails Day	Council	6/7/03
Promote Anza Trail during Public Lands Appreciation Day (PLAD)	Council	9/03
Get input from Donna and Austin about the Native American perspective on Anza interpretive themes	Donna, Austin	11/03

Prepare auto tour proposal	Don Kucera (Coalition)	11/03
Promote next meeting to area groups		
Document council proceedings (photo books)		
Form sub-committee to look at feasibility of hiring someone	Steve A., Roy, Jeannie, Andy, Rich	
Present archeological concerns at next meeting	Jack	
Distribute PDF files of local agency documents to council members	Council	

### **Agenda Items for Next Meeting**

- Auto Tour route experience  
NPS facilitate interpretation  
Learn about local issues  
Advertise to create visibility for the trail
- American Indian interface
- Bring art work relevant to the trail to begin a data base
- Explore possibility of hiring help to work in a new organization or use existing non-profit
- AZ Coalition and Amigos status report
- Liability issues on private and public land
- Protection of archeological sites along the trail

### **Meeting Evaluation**

- Generally, the desired outcomes were achieved
- Needed more background on the process of development of the management and long-range interpretive plans
- Have copies of available trail information at the next meeting
- Meeting was light on discussion of trail operations
- People waited a long time to be heard—ask people specifically about information/responses
- Meeting was well-facilitated

The meeting was adjourned at 3:00 p.m. April 1, 2003 by Chairman Steve Anderson.

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

Approved for distribution \_\_\_\_\_

Chair, Steve Anderson