

**Arkansas Civil War Sesquicentennial
Commission Meeting**

April 29, 2009

MacArthur Museum of Arkansas Military History
Little Rock, Arkansas

Members Present

Richard Davies – Director, Arkansas Department of Parks and Tourism
Mark Christ – Designee, Department of Arkansas Heritage
Tommy Dupree – Jacksonville, Governor Appointee
Mark Kalkbrenner – Arkansas Division, Sons of Confederate Veterans
Dr. Jamie Brandon – Governor Appointee
Bill Gatewood, Director – Old State House Museum
Carolyn Ashcraft – Director, Arkansas State Library
DeeLois Lawrence – President, Arkansas Division, United Daughters of the Confederacy
DuShun Scarbrough – Director, Martin Luther King Commission
Sam Wang – Sons of Union Veterans
Ellen M. Lewis – Senate Pro Tem Designee
Jim Branson – House Speaker Designee
Dr. George Lankford – Batesville, Senate Pro Tem Designee
John C. Scott – Pea Ridge National Military Park
W. Danny Honnoll – President, Arkansas Civil War Heritage Trails Foundation
Dr. Wendy Richter – Director, Arkansas History Commission
Archie Moore – Governor Appointee

Members Absent

Laura Miller – President, Arkansas Historical Association
Ernest Cunningham – Governor Appointee
Jerry Armstrong – North Little Rock, House Speaker Designee

Visitors

Cathie Matthews – Director, Department of Arkansas Heritage
Frances McSwain – Director, Arkansas Historic Preservation Program
Joseph Brent – Mudpuppy and Waterdog, Inc.
Maria Brent – Mudpuppy and Waterdog, Inc.
Gail Sears – Hot Springs National Park
Lisa Garvin – Hot Springs National Park
Linda McDowell – Arkansas History Commission
Jack Hill – TeleVision for Arkansas
Keith Brooks – Martin Luther King Commission
Leslie Greenwood – Aristotle Internet, Inc.
Patricia Vaughn Grant – Historic Arkansas Museum

Kim Williams – Arkansas Department of Parks and Tourism
Keith Jefferson – Buffalo National River
Kevin Eads – Pea Ridge National Military Park

Tommy Dupree called the meeting to order at 10:10 a.m. He introduced newly appointed commissioner Archie Moore. He then asked each guest to stand and introduce themselves and tell where they are from. Tommy welcomed all of the guests.

He then called for approval of the minutes from the February 25, 2009 commission meeting. Richard Davies moved and Mark Kalkbrenner seconded the approval of the February 25, 2009, minutes. The motion passed.

Report on Historical Marker Program

Joseph Brent gave a brief overview of what he and Maria Brent do at Mudpuppy and Waterdog, Inc. and what their role as a consultant to the ACWSC's marker program will be. The company is based in Versailles, Kentucky.

Joseph Brent asked the commission what they expected from his company and what he could do to help the commission reach their goals. What does the ACWSC want out of the marker program? How can the program be developed so that the ACWSC can fulfill their mission? The idea is to find something that is user friendly.

Richard Davies stated that the commission needs to learn from the past marker programs in the state to ensure that the markers that the commission places are maintained by a responsible party. He also stated that the marker should be shown to a historian to ensure that the proper information is imprinted on each marker.

Mark Christ asked the commissioners their thoughts about how the marker will be paid for. Richard Davies responded that he believed that there should be a money matching aspect to the marker program. Danny Honnoll stated that his organization has helped people purchase markers with their own money, which meant that the person purchasing the marker would be responsible for the maintenance and upkeep of their marker. He has also helped write grants and believes that the money matching aspect will really help financially. Mark Kalkbrenner stated that his organization has done the same with SE Trails. Samuel Wang stated that problems that they having in his area deals with the misplacement of markers.

Jamie Brandon believes that the commission should have a money matching program and possibly assist with writing grants to avoid having a skewed program where only those with money are able to place markers. This plan would allow everyone in Arkansas a possible chance at placing markers. Ellen Lewis stated that she didn't want to see small counties left out with this marker program and felt that maybe there should be some sort of minimum set for markers placed. Richard Davies suggested an adoption or partnering type program for markers.

John Scott asked about standardization of the look of the plaques. Joseph Brent of Mudpuppy and Waterdog, Inc. stated that they plan on bringing at 2 or 3 designs to the commission for approval.

Ellen Lewis suggested developing a publication that lists each marker and its location. Richard Davies suggested putting the marker information on the website.

Archie Moore asked if the ACWSC is trying to set a standard or establish a general marker program. Jamie Brandon stated that the commission is looking for a branded marker that will help people identify that it is an ACWSC marker. Mark Christ stated that the markers will be the metal type and not the wayside type. Danny Honnoll explained past experiences with wayside type signage.

Joseph Brent stated that Mudpuppy and Waterdog, Inc. has been working on the preservation and management plan for the battle of Elkins' Ferry and Prairie De'Ane. This plan is funded by the American Battlefield Protection Program. They are also developing a driving tour.

Maria Brent stated that they just finished working on an Interpretive Plan of the Civil War for Helena-West Helena. There was a 40 page historic context developed by Joseph Brent. The goal was to give a voice to all people affected by the Civil War from the beginning to the end. They identified 28 places in the city that will be interpreted.

Report on Website

Leslie Greenwood of Aristotle Internet, Inc. showed the commissioners a slide show of new features for the ACWSC website. The new features include the addition of the 7 minute ACWSC video, which has a link on the main page and on the interior pages. Another new feature to the website is a Google map that allows the viewer to click on particular locations on the map and the link will take them to a page with information about that site. There is also a calendar of events that is new to the site. Leslie also stated that this video does not work well with dial up. While giving the presentation, Leslie mentioned that the video gets an average of about 1 to 3 minutes of viewership at a time and Bill Gatewood inquired about this number. Leslie stated that this about average for all websites and is to be expected.

Discussion of April State Review Board Meeting

Mark Christ stated that two Civil War sites were nominated to the Arkansas Register and National Register during the April 1, 2009 State Review Board Meeting. They were Ashley's and Jones' Stations Battlefield (site of August 1864 battle) in Carlisle and Hazen, Arkansas, on the Arkansas Register of Historic Places and Battery D, Boundary Increase in Helena-West Helena on the National Register of Historic Places.

Discussion of Heritage Trails Legislation

Richard Davies stated that Act 728 (The Heritage Trails Systems Act) of the last legislative session had 28 sponsors. It establishes an official Arkansas Historic Trails or Heritage Trail System. Only the general assembly can designate a trail. In the bill the original trails that were designated are Butterfield Stagecoach Route, SW Trail from Missouri to Texas, American Indian Removal routes designated by parks and tourism including without limitation land and water routes for Cherokee, Choctaw, Muscogee (Creek), Chickasaw, and Seminoles and Civil War troop movement routes designated by the department.

The Department of Parks and Tourism, in consultation with the Arkansas History Commission, the Arkansas Historic Preservation Program, and the Arkansas State Highway and Transportation Department will conduct studies to determine the feasibility of designating additional trails as heritage trails. Several trails need to be studied and they are Line Road from Van Buren to Evansville, the Memphis to Little Rock Road, The Rock Roe Landing connection to Memphis to Little Rock Road, Cadron to Arkansas Post Road, Little Rock to Fort Smith Road Section to the old Potts Tavern, the Little Rock to Fort Smith and Fort Gibson section from Potts to Fort Smith, the Upper Cut Road, the Little Rock to Washington Road, the Old Fort Towson Road from Washington to American Indian Territory, the Antoine to Fort Towson Road, the Ecore Fabre (Camden) Road to Washington and Camden to Point Chicot. What will happen is that we will get together a group from Heritage and parks and tourism. Once it is determined where the trails are, the Highway Department marks them and Parks and Tourism creates a brochure or promotes them.

Dan Flowers has agreed to map the trails. Richard's assumption is that a map will be developed that shows where the real trails were. Then an attempt will be made to try to translate that to the nearest highway. The map will then be turned over to the Highway Department who will in turn do signage. This will be web page material for Arkansas Parks and Tourism and other involved organizations.

Tommy Dupree asked about some signs that are already made and not being used presently and Richard Davies stated that it is up to Parks and Tourism if they want to use the signs.

Richard suggested that each trail may want its own symbol. He also stated that he wanted to be fair to the Arkansas Highway Department because they did not receive any funding for helping with the Heritage Trails legislation.

Tommy asked if some routes could have one marker others may have several. Richard agreed that this was accurate and stated that he hoped there was plenty of information already researched at the Arkansas Historic Preservation Program.

Mark Christ stated that he has revisited the 1992 study of Battlefields in Arkansas with the American Battlefields Protection Program and part of that study not only focused on

the battlefields themselves but the troop movements. Mark believes there is plenty of good research to help with the trails legislation.

Richard Davies added that these routes, especially the Civil War routes, will be good for the ACWSC website. Mark Christ has posted all of the troop units from all the other states who were in Arkansas and where they went and we hope that during the Sesquicentennial, visitors from other states will go to the website and find out where all of their people were in Arkansas.

Discussion of ACWSC Budget for FY10-11

Mark Christ stated that the ACWSC now has a budget of \$155,765 from the legislature, which is less than the around \$630,000 that the commission asked for. Jon Woods of Springdale was our champion at this endeavor. The way the spending bill came out the legislature passed a category A and that included extra help and publication, website, costs of meeting, and money for the opening event for the Civil War Sesquicentennial in 2011.

The breakdown of the money that will come from this legislation is a 75% disbursement for the 1st fiscal and 25% for the next fiscal year of \$130,765. The other \$25,000 is specifically for grants. The ACWSC will be looking at developing a grant program for events around the state for the sesquicentennial. There was no money approved for the marker program, but the commission still has the grant from Preserve America. There will be at least \$33,000 for the first year. The Governor also has money (\$1.4 million) that is set aside for the commission and Department of Arkansas Heritage museums. In the budget that will be developed the ACWSC will be requesting \$243,483 that will flesh out the budget for FY10 and be the bulk of the budget for FY11. That will include markers, meetings, etc. Included in that is a couple of one-time things such as an Arkansas Civil War documentary video and a traveling exhibit that ACWSC will develop and be distributed through the Arkansas Humanities Council. Cathie Matthews will send a letter to the Governor at some point asking for disbursement of part of the money for designing publications and some of the money could go for wayside exhibits. There are several possibilities. The ACWSC could contract with local entities to get the wayside developed and put in place. There are possibilities in Helena and Massard Prairie. Tom Wing's historical interpretation class could work with Massard Prairie for some interpretation. Other possibilities include Reed's Bridge and Cane Hill (9 markers on the battlefield).

George Langford asked if the 75% or 25% was a use it or lose it deal. Mark Christ stated that the commission could carry it over to the next year.

Richard Davies explained the disbursement of the funding and the Governor's funding.

George asked if the commission would have to do a new budget for 2011. Mark Christ stated that we have a tentative budget. Richard stated that the commission would do at least one other biennial budget. Richard believes that the better the commission does

with the current funding the better chance the commission will have of getting money in the future.

Tommy Dupree stated that he thought that this is a good time to solicit funds for what the commission will have to match. He stated that the commission would have to get the best mileage out of the funding that they have already been awarded.

Jamie Brandon suggested that the budget committee compile a list of possible entities for soliciting matching funds. Tommy and Jamie will try to compile a list.

George Langford asked if there is someone that will be making money administering decisions between meetings. Cathie Matthews stated that she and Mark Christ will work on that. Richard Davies asked if Mark Christ would have details on budget allotments. Mark stated that he would.

Jamie Brandon asked if money was budgeted for meetings to be rotated around the state. Mark Christ stated that he would like to add one meeting out in the field in 2010.

Ellen Lewis asked if there was someone doing press releases and Mark Christ stated that he does the press releases for the commission.

Mark Christ stated that one other thing that he's looking at doing with the website in the next fiscal year is an e-newsletter so information could be sent out about press releases.

Archie Moore asked what type of partnerships the commission has with other states. Mark Christ stated that there is nothing formalized but the American Association for State and Local History has been sponsoring quarterly conference calls for all of the states that have sesquicentennial related commissions or events planned for the sesquicentennial. You can go to AASLH.org and catch up on events.

Richard Davies asked who the richest state was to date with the sesquicentennial programs and Mark Christ responded that it was Virginia and Pennsylvania has a strong program. However Arkansas is miles ahead of most states.

Tommy Dupree asked Richard Davies about promoting the Arkansas Sesquicentennial Celebration in other states. Richard stated that it will be done through the website and media. Tommy stated that Oklahoma has been running ads.

The meeting was adjourned for lunch at 11:27 a.m.

The meeting reconvened at 1:17 p.m.

Discussion of ACWSC Budget for FY10-11 continued

John Scott talked about some ideas for fundraising for the Sesquicentennial Celebration. He strongly encourages building partnerships. Wal-Mart, an Arkansas company, is a good resource. John believes there is a real opportunity for the ACWSC to partner with Wal-Mart. There are 3 entities to look at for financial sponsoring from Wal-Mart. They are the Walton Family Foundation, the Wal-Mart Foundation, and the local Wal-Mart stores (40 mile radius from Wal-Mart is considered local). The local Wal-Mart stores donate \$100 for every 10 hours of volunteer service from a Wal-Mart employee and they are also good about donating supplies. John volunteered to find out how Wal-Mart would like to receive a proposal from the ACWSC.

Cathie Matthews asked John if he had an idea of what types of statewide program would catch the attention of Wal-Mart. He responded with helping develop a Civil War plan that involves the school district. John gave several ideas such as funding field trips to Civil War related sites. He also stated that Wal-Mart wants to remain low key in events that they sponsor. John also suggested that the commission members become familiar with their local Wal-Mart store manager. Tommy Dupree asked John if he would make contact with Wal-Mart about an official proposal.

John also suggested Arvest Bank as a good point of contact.

Tommy Dupree asked Jim Branson if he was willing to expand their committee (Budget Committee) to 5 members from 2. Tommy then asked for volunteers. He believes this is a good time to lay out a game plan.

John Scott stated that starting in 2011 Arkansas will start the process of celebrating the 150th birthday of the Civil War. Since tourists will be moving from place to place in Arkansas, they will be using lodging, gas, eating establishments and the like. These may be opportunities to reach tourists.

Since Tommy didn't get any volunteers for the budget committee, he stated that he would appoint 3 people if doesn't get any responses in the coming week.

Discussion of Sanctioning Procedures

Mark Christ stated that he had incorporated everyone's ideas into a revised copy of the sanctioning procedures and distributed one to each commission member.

George Langford asked if there would be sanctioning done between ACWSC meetings. Carolyn Ashcraft pointed out that the sanctioning form address that question

Samuel Wang stated that some of the wording on number (3) of the sanctioning procedures needs to be switched around. He stated that the word sanction should be in between official and activity. Mark Christ stated that he would make the correction.

Ellen Lewis asked if upon a request for sanctioning, would the ACWSC be asking for the history of the event and its success or failure. Mark Christ stated that he was unsure.

George Langford felt that it would be more important to find out how many people were in attendance at each event. Ellen suggested a follow-up report for each sanctioned event. Tommy Dupree felt that it would be important to know if certain events have been done in the past. Mark Christ stated that he could add a line asking if each event is a first time event to the sanctioning form. DeeLois stated that she believed knowing the number in attendance was important. There was an extensive discussion regarding details about what is required by the commission for a sanctioned event and what should be added to the form. The concern was with the number of participants or visitors for specific events. Mark Kalkbrenner stated that each year is going to be different. Mark Christ thought it was important that the ACWSC sanction a number of events.

Ellen Lewis agrees with Carolyn Ashcraft that the commission needs a checklist to give the commission an idea of the details of each event. Jim Branson and Ellen Lewis also believe the follow-up aspect is important. Mark Christ and Mark Kalkbrenner stated that this should be encouraged but not required.

Carolyn Ashcraft stated that the commission would eventually have to report back to the legislature about the progress of the commission.

John Scott stated that another question is who would benefit from the event. Mark Christ stated that the sanctioning form was adapted from the State Sesquicentennial Commission event form.

Carolyn asked if the form will be downloadable. Mark Christ stated that it would be eventually.

George Langford asked if the ACWSC logo would go on markers and Ellen Lewis stated that she believes it should be left up to the person purchasing the marker. Mark Christ stated that he would change the form to read description of project instead of description of event.

Mark Christ stated that he would clean up the sanctioning form and add a number (11), which would be a request for a brief report on the results of the event/project.

Mark Christ stated that Prairie Grove sent a list but they weren't necessarily asking for all of the events/projects to be sanctioned.

Carolyn Ashcraft moved and George Langford seconded a motion to approve the sanctioning form with the understanding that the changes that were discussed in today's meeting would be made. The motion passed.

Consideration of Sanctioning Requests

Mark Christ stated that he handed out a list of events for sanctioning.

Ellen Lewis stated that she believed that events previously sanctioned by a state park should receive a blanket stamp of approval from the ACWSC. Samuel Wang disagreed

because he felt events that don't pertain to the Civil War would not need to be sanctioned by the ACWSC.

Ellen Lewis asked if organizations such as Prairie Grove would need to fill out a sanctioning form for each event and Samuel Wang stated that they should be able to fill out one form and attach a list of events with the form.

John Scott stated that he did not think the blanket sanctioning would be okay and Mark Kalkbrenner stated that he believed sanctioning should be event specific.

Ellen Lewis asked if approval for the list of events Mark Christ handed out needed to be done in today's meeting. Mark replied that he would like to go over the list. Carolyn Ashcraft asked if the commission would be sanctioning events that would be occurring prior to the sesquicentennial. Mark Christ stated that there were some events to sanction that will occur after that time. He stated that the other events placed on the list to see if they are the types of events that the ACWSC will be sanctioning and they can be put on the ACWSC events calendar on the website.

There was a discussion about dates and what type of events the commission will sanction. Mark Kalkbrenner stated that Camp Sulphur Springs is having a special event during the 150 year celebration and that is the type of thing he felt should be sanctioned by the ACWSC.

Cathie Mathews asked if the preceding events could be put on the ACWSC calendar of events. Everyone agreed that they could. Jim Branson stated that the listing of events on the website could increase viewership of the site. Cathie agreed that putting the events on the website would get people in the habit of checking out what is on the site and upcoming events.

Tommy Dupree summarized that the sanctioning of events will begin with events that occur from 2011 to 2015.

There was an extensive discussion about the use of the logo for literature and events. Mark Christ clarified that separate requests need to be made for each use of the ACWSC logo. It was agreed upon by the commission that the logo would be only used, with permission from the commission, on information as a promotional tool or advertisement for the ACWSC, or on literature directly related to the Sesquicentennial of the Civil War and the commission. The logo will also be used on the website next to events that are sanctioned by the ACWSC.

Since a motion could not be communicated clearly regarding the use of the logo, Carolyn Ashcraft suggested sending Mark Christ some information that she received when dealing with the use of her organization's new logo. She also suggested using a PR person.

Mark Christ asked if there is anything that should not be put on the ACWSC events page. Mark Kalkbrenner suggested calling to ask for specifics on certain events if there was uncertainty about the events content. Mark Christ asked if the commission would be sanctioning the 3 events that would fall into the sesquicentennial dates.

Samuel Wang moved and Jim Branson seconded a motion to sanction the 150th Anniversary Battle of Prairie Grove Re-enactment. The motion passed.

Since the wording is unclear on the description of some of the events, Mark stated that he will have the requesting parties fill out a sanctioning form.

ACWSC Subcommittee Reports

Linking Committee

Ellen Lewis reported that there have been 4 or 5 requests to link to the ACWSC website since the last meeting. The committee only turned down one, which was a selling site.

DeeLois Lawrence asked what happens if someone that the commission has allowed to link to the site changes their site to something that the ACWSC may not agree with. It would have to be monitored by the linking committee. Jim Branson also suggested reporting any sites with inappropriate content to the Attorney General's office.

New Business

Mark Christ stated that the Arkansas Historical Association Quarterly has published a number of letters and diaries about the Civil War in Arkansas over the years and they have been talking about collecting and publishing them through the University of Arkansas Press for a sesquicentennial project. He will have more to report on later as the idea develops more.

Mark also stated that he will start scheduling visits with various planning and development districts around the state trying to get on the agenda of their meetings to try to tell them about the sesquicentennial commission and try to get some of the local government leaders thinking about what they could do between 2011 and 2015.

Mark Kalkbrenner stated that he secured a booth at the Sons of Confederate Veterans conference where he would set up the 7 minute ACWSC video to loop on a monitor at the booth. There will also be internet connectivity and the visitors can go to the ACWSC website and brochures can be handed out. The conference is July 22-25, 2009, at the Arlington Hotel in Hot Springs, Arkansas. He is having a banner made to go up behind the booth. Cathie Matthews asked how many people usually attend the Sons of Confederate Veterans Conference. Mark Kalkbrenner stated that there were about 200 to 300 at last year's conference, which was in Charlotte, North Carolina. This number doesn't include family and spouses of members.

Carolyn Ashcraft asked about the banner. She stated that she liked what the Secretary of State has. It is a retractor, which is a banner with a stand that sits on the floor and the banner is pulled up and hooks on a bar that extends from the base of the banner. It sits upright. She volunteered to purchase one out of her budget at the Arkansas State Library.

Ellen Lewis announced an idea for “A Stitch in Time” quilt event that will help commemorate the Arkansas Civil War Sesquicentennial. She picked up information on the event while traveling through Stewart County, Tennessee. She believes this will be a good event that will help reach out to women and children regarding the celebration of the 150 year anniversary of the Civil War. She mentioned classroom contests and contacting local retailers such as Hancock Fabrics and Joann stores. She also stated that Wal-Mart may be able to help with quilting supplies.

Jim Branson suggested making quilts for the Veteran’s Home. Ellen stated that local churches could make quilts for the veterans. Tommy Dupree asked how this event would be promoted. Cathie Matthews thought that it was a neat idea. Carolyn Ashcraft suggested including quilting guilds and community quilting groups.

Samuel Wang moved and Mark Christ seconded the motion to adjourn the meeting at approximately 3:00 p.m. The motion passed.