

April 26, 2012

## Staff Meeting Minutes

On June 9, KCTS will run The Seattle 1962 World's Fair and the AYP back-to-back, which should generate a lot of book sales. So far Century 21 has sold 7,000 books as of last week.

Marie has a meeting with the new head of University Press on May 4. We plan to propose that U-press raise the money for books through their foundation instead of HistoryLink doing it on our own and propose that they manage all the printing. Priscilla notes that other possible book distributors like Consortium has a great sales force reputation unlike Partners West. However, Partners West is another local alternative.

KCTS9 has just done a press release on the Century 21 Curriculum. Maybe it's time for HistoryLink to do a press release?

Marie and Jen had a very successful WSDOT meeting. This is the first time we've been a prime contractor with WSDOT. All content generated through this contract will be usable on HistoryLink. The contract will consist of writing 12 new essays and revising 12 existing essays, many of which will focus on the neighborhood history on both sides of 520.

We now have content on the Historic Theater District (HTD). Marie met with HistoryLink's previous lobbyist Kevin Hughes who generated the idea of the HTD and Marie has an upcoming meeting with Josh LaBelle the current director of HTD. HistoryLunch will most likely focus on HTD as a theme, and Marie will also serve on the HTD marketing committee. The current head of the city Office of Art and Culture, Vincent Kitch, is enthusiastic about the work we're doing with the HTD. We are currently planning a second fundraiser for late October featuring Tim Egan and his book on Edward Curtis.

Currently we are writing a full bio of August Wilson. Kate Kershner is writing the bio of Quintard Taylor. Leonard Garfield really enjoyed working with Paula and Alan on MOHAI exhibit, and likewise, Paula and Alan report that working with the MOHAI exhibit team was very rewarding.

Currently, MOHAI, KCTS9, and HistoryLink have a strong connection and this partnership offers a trifecta of good opportunities including the potential for exhibits, new essays, and documentaries. Upcoming possible projects for collaboration include REI, The Locks, and Prohibition.

We applied for and did not receive the Seattle to Walla Walla Transportation Project last year, but Allyson Brooks, the state historic preservation officer, is encouraging us to consider applying again this year with a few changes to our application. We

have to decide if this is a project that we truly want to manage and take the lead on from the very beginning. The deadline is the end of May.

Bob Kahn and Bob Royer have been pitching the Bonneville science content to our contacts in Bonneville who have been very receptive and who also have a wealth of information on the Columbia River Treaty. We need to assemble a strong academic team that is expert heavy for the NEH Columbia River Treaty grant. Right now the committee would be primarily concerned with planning, not writing. Priscilla will be on the committee. Richard White is suggested as a possible candidate and also William Boyd.

Alan helped Emerald City Search with the location of one of their lost artifacts. A winner has found the medallion located at a bomb shelter under I-5. You can see it for yourself on our Facebook page.

Alan and Paula gave a talk at the Issaquah Library. "Little Paula" the 9 millionth visitor to the 1962 Word's Fair showed up with letters of thanks from her students. The letters are beyond charming and we should use them somehow.

Steve has created WordPress Portal a central staff website. This can be a place to store file ideas, suggestions, past documents, book chronologies, and boilerplate answers to public inquiries, book pdfs, and vision statement. We should schedule a meeting with HL staff and Steve for a tutorial.

Alan reports the number one file last month was the thumbnail for McCleary, which is largely because of a contest that was held. In 2012, we've seen an 18 percent increase in visitors.

Tom reports that Pinterest is a new content sharing service for photos. The Seattle Times is using it. Photos generally link back to the website of their source. This may be something we should look into using.

The UW digital collection has a lot of new video online and all of it is relatively local, including video footage of the opening of Highway 101.

We are approaching the 30<sup>th</sup> anniversary of the Conservation Future's Tax and we should pursue the next phase, which should be people focused. Dow Constantine will ask each of his departments if they need material related to this tax.