



Astoria Bicentennial Celebration  
Progress Report November 2009

**COMMITTEES:**

- 1.) **ABC 2011 EVENTS & EXHIBITS**
    - a. An Adventure in History Lecture Series
    - b. Opening Event- Chair, Cheri Folk, Vice Chair, Terry Finklein
    - c. Bicentennial Ball- Chair, Jan Van Dusen
    - d. Astoria "Super" Homecoming- Chair, Joe Leahy
    - e. Exhibits
  - 2.) **MARKETING / MERCHANDISING**
  - 3.) **EDUCATION**
  - 4.) **STATE/NATIONAL/INTERNATIONAL PARTICIPATION**
  - 5.) **CULTURAL COALITION /COORDINATION**
  - 6.) **FUNDRAISING**
  - 7.) **LEGACY**
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1.) **ABC 2011 EVENTS**

1.a.) **An Adventure in History Lecture Series**

Music, Lecture & Desserts in the McTavish Room, Liberty Theater

- "An Adventure in History Lecture Series I"-Stephen Dow Beckham
  - Thursday, Sept. 23, 2010, 7 – 8:30 pm
- "An Adventure in History Lecture Series II"-Mark Eifler
  - Thursday, Jan. 27, 2011, 7 – 8:30 pm
- "An Adventure in History Lecture Series III"- Rex Ziak
  - Tuesday, April 12, 2011, 7- 8:30 pm
- "An Adventure in History Lecture Series IV"-James P. Ronda
  - Thursday, May 19, 2011, 7 – 8:30 pm
- "An Adventure in History Lecture Series V"-Jane Kirkpatrick
  - Thursday, Sept. 15, 7- 8:30 pm

1b.) **Opening Event- Sat., May 21, 2011**

**OPENING EVENTS COMMITTEE- Minutes- October 20, 2009**

- **Thursday Night (May 19, 2011)**
  - Adventure in History Lecture Series IV – James Ronda at the Liberty Theater
- **Friday Night (May 20, 2011)** Special concert at the Liberty. Rosemary has leads on potentially 3 great acts.
- **Saturday (May 21, 2011):**
  - Will be moving the Cultural Celebration from September to May- back to Saturday, May 21.
  - Dave announced that the CRMM Cleveland Rockwell Maritime Fine Art Exhibit is progressing well. They will partner with the Oregon Historical Society. The exhibit will open on Saturday and run through August 2011, then travel to Portland and then possibly to Tacoma.
    - Suggested we take advantage of the partnership to promote the Bicentennial in both Portland and Tacoma.
  - Tall Ship Lady Washington has been invited



- Pacific Power will be contacted for the telephone poles having banners.
- Entry Signs into Astoria
  - Brett will investigate suggestion that we build a wood façade around them promoting the Bicentennial.
- Committee will also look into design of windsocks and flags for residential use. Sell them as a fundraiser was also suggested.
- Evening Concert at the Liberty (Paulette and Rosemary)
  - They have some leads on very special talent
- Treasure Hunt
  - Paula Bue with Friends of the Column has this under control and is planning.

**1 c.) Bicentennial Ball – Saturday, August 13, 2011**

- Black-Tie Ball
- Invitations – SAVE THE DATE will be mailed May 2010

**1 d.) Super Homecoming- September 14-18, 2011**

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| <ul style="list-style-type: none"> <li>○ An Adventure In History<br/>Lecture Series V<sup>2</sup>- Jane Kirkpatrick<br/>Thurs. Sept. 15, 7- 8:30 pm</li> <li>○ Fur Traders Encampment</li> </ul> | <ul style="list-style-type: none"> <li>○ Class Reunions</li> <li>○ Potlatch, Clatsop Tribe</li> <li>○ Fishermen’s Festival</li> <li>○ Judy Collins Saturday, Sept. 17, Liberty</li> </ul> |
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**1 e.) Exhibits**

**ABC Public Exhibits/ Educational Events**

- ASTOR PARTY & The Founding of Astoria (Heritage Museum)
- 1911 & 1961 Exhibit (Heritage Museum)
- Cleveland Rockwell (Columbia River Maritime Museum)
- Michael Foster’s Private Collection (Heritage Museum)

**Other Partnerships**

Music & Performing Arts – ABC with Partners

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| <ul style="list-style-type: none"> <li>• Astoria Music Festival</li> <li>• Astor Opry Co.</li> <li>• Liberty Theater</li> </ul> | <ul style="list-style-type: none"> <li>• North Coast Chorale</li> <li>• North Coast Band</li> <li>• North Coast Symphony</li> </ul> |
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Visual Arts-ABC Coordination / Handoff to Partners

Partners: FOG, Astoria Visual Arts, Downtown Gallery Assoc., and CCC

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| <ul style="list-style-type: none"> <li>• Aerial People Art</li> </ul> | <ul style="list-style-type: none"> <li>• Children’s art contest</li> </ul> |
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Existing Events/Festivals (Calendar order, not complete)

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| <ul style="list-style-type: none"> <li>• Fisher Poets (Feb)</li> <li>• Crab &amp; Seafood Festival (April)</li> <li>• Scandinavian Festival (June)</li> <li>• Astoria Music Festival (June)</li> <li>• Regatta (August)</li> </ul> | <ul style="list-style-type: none"> <li>• Cannery Workers Reunion</li> <li>• Pacific NW Brew Fest (Sept.)</li> <li>• Fishermen’s Festival (Sept)</li> <li>• Great Col Crossing (Oct)</li> </ul> |
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**2.) MARKETING**

**Update from Marketing Meeting October 12-13, 2009**

**Paulette McCoy & Donna Quinn’s trip to Salem & Portland**

**Travel Oregon, & Maxwell PR, Salem**

**Travel Portland, Coates Kokes PR, Portland**

Brainstorming ideas: Contests, time capsule, puzzle of the downtown sites, Travel: Astoria, NY exchange of talent (Tony Bennett), Astoria-Walldorf Germany exchange, Astoria Trading Post- visitors log in journal, souvenirs, passbook, merchandise, Movie Tours, historic building tours, Astoria Passbook: Climb the Column, Ride the Trolley, Flavel House, Goonies House, Jail, monuments, rocks, plaques, etc.

**2.a) Print/ Media /E-Media / Cross marketing**

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| <ul style="list-style-type: none"> <li>• Website up and running since 6.09</li> <li>• DVD- 4 mins. completed (7.09)</li> <li>• History Channel</li> </ul> | <ul style="list-style-type: none"> <li>• Local / National Talk shows</li> <li>• OPB</li> <li>• Oregon Historical Society</li> </ul> |
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- Sunset Empire Bus Banners
- Travel Oregon (see summary)
- LCTC / Maxwell PR
- Rex Ziak- Presentations the NW

## 2.b) Souvenirs /Merchandise

### In stock at Storefront:

NEW Nov. 2009

Bicentennial Coffee (Columbia River  
Coffee Roasters)

Wine Glasses from Germany

Previously in stock at store

- Astoria 1811 Tonquin Art Prints
- Baseball caps / visors
- Clatsop Jewelry
- Coffee mugs
- Coin
- Lapel Pins, Magnets
- Polar Fleece Jackets
- Polo Shirts
- Rain jackets
- Socks
- Stuffed Animals
- Sweatshirts, T-shirts
- Design Concept
  - Aster flowers packets
- Calendars (Sr. Project)
- Chocolates
- Beer Steins
- Coasters
- Pens
- Plate (Michael Foster)
- Official Program
- Wine (Walldorf Germany winery)

## 3.) EDUCATION – Minutes Oct 20, 2009

### 1. Character Actors and the traveling trunk show:

- John G. has spoken to Steve Forester about Character Interpreters. We will need 10 to 12 students as character actors. Jenni Newton and Colleen Tilley will be invited to our next meeting to speak about how this may look for a senior project for 12 kids and Jenni Newton will speak about preparation.
- Mac will send a list of characters to John so we have an idea of who we will be working with at the next meeting.
- Betsey and Mac will work to build the traveling trunk around the roles played by the character actors.

### 2. 4th Grade text book:

- Betsey met with the 4th grade teachers. The book will be a challenge. John and Betsey will meet to discuss an outline for the book this week. The high school will be able to provide illustrators for these books.

### 3. School Symposium:

- We will schedule a conference call with Dr. Beckham at the next meeting to discuss expectation. Our goals are to get people excited about being an Astoria with stories Beckham will tell and to encourage every discipline to become involved in the celebration.

### 4. Field Trips:

- Cathy will build a framework for places to see and bring it to our next meeting. The group will pass this piece around and write narratives about historical places to visit and benefits to education.

### 5. Local History class:

- Larry is still developing the class. A suggestion was made about adding history of Astoria High School. Mac suggested encouraging local groups to look at the history of their group and develop historical essays about their group, place, cause etc.

#### 3c: School Events

Education symposium-

Friday, Sept. 24, 2010 –Stephen Dow Beckham

- Statewide Connection- In the works
- Teacher’s Symposium- Dr. Stephen Dow Beckham has also agreed to be a major player in organizing and as the keynote speaker for the day.
- Canoe history / carving/ - Clatsop /Nehalem Tribes would organize this
- Logging/fishing week – tie in with Statewide connections + parents participation
- Senior (HS) Projects – Are currently in the works.
- Astoria history class – Larry Lockett will teach with local historians

## 4.) STATE/NATIONAL/INTERNATIONAL PARTICIPATION

- Astor Family
- Walldorf Bürgermeister
- Official US STAMP
- Official Proclamations-State, Presidential, Congressional,
- Canadian Connection
- Oregon Historical Society
- Portland Art Museum
- Portland Rose Festival
- SHPO (State Historic Preservation Office)
- State Capitol exhibit
- State Fair 2010

## 5.) CULTURAL COALITION COORDINATION – International Cultural Fair Opening Event, Sat., May 21

6.) **FUNDRAISING**

- **Promote Astoria- \$110,000**
- **Sponsors Bank of Astoria - \$15,000**
  - **Foundations**
    - OCF \$15,000
    - Snow Family \$5,000
  - Oregon Heritage Commission \$20,000 (4<sup>th</sup> Grade Booklet)

In- kind donations from Astoria School District, Clatsop Community College, Clatsop County Historical Society, Fort Stevens State Park, Don Vallaster (storefront),

7.) **LEGACY**

- Shivley Park Fountain
- Tree Planting