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November 7, 2012

# Black Metropolis National Heritage Area (BMNHA) Feasibility Study

Project Advisory Committee Meeting Tuesday, October 30, 2012 Bronzeville Visitor Information Center-411 E. 35<sup>th</sup> Street 10:00 am – 12:00 pm

# **ATTENDANCE**

*Present:* Leroy Kennedy, Illinois Institute of Technology (IIT), Delmarie Cobb – Resident and business owner, James Wilson, City of Chicago DHED, Kimberly Brown, Resident and Legacy Attorney, Paula Robinson, Black Metropolis National Heritage Area Commission (BMNHAC), Yvette LeGrand, Resident and BMNHAC

Absent: Dr. Christopher Reed, BMNHAC/Roosevelt University, Christopher Vaughn, WTTW, Beth Johnson, City of Chicago, HPRES

Observing: Harold Lucas (hosting) – Black Metropolis Convention & Tourism Council (BMC&TC), James Johnson, Board Member of BMC&TC, Rhea Steele, Blue Ocean Logic

CMAP Staff working on project:
Pete Saunders-Project Oversight
Kendra Smith – Outreach & Community engagement
Samantha Robinson – Research & Mapping
James Meerdink – Research
Sef Okoth – Project Management

# **MEETING NOTES**

#### 1. Welcome and Introductions

The meeting began at 10:10 am with introductions; chaired Pete Saunders from CMAP.

#### 2. Project Overview

CMAP outlined the goals of the meeting, as follows:

- review the project scope
- discuss expectations for the project and identify the deliverables
- Present the draft scope and the NHA mission and vision statement to the PAC
- discuss the roles and responsibilities of PAC members
- establish a meeting schedule for the Committee

#### Project Objectives:

- Conduct a Feasibility Study for obtaining congressional designation of the Black Metropolis as a National Heritage Area (NHA)
- Prepare and submit an application to the National Park Service for the NHA
- Help build partnerships and support for the NHA
  - CMAP has assigned staff (about 1,000 hours over 8 months) to provide technical assistance to the project and staff the Project Advisory Committee (PAC)
  - o PAC will direct the effort and provide oversight
  - None of the materials provided to the PAC at the meeting are final; PAC input is requested by Friday, November 2
  - o CMAP would like the project to be as open and transparent as possible; meetings should be open to the public when possible

#### *Project Scope and Timeline:*

- Project Scoping led by CMAP (July–September 2012)
- Defining the study area (July–August 2012) led by BMNHAC and the City
  - Initial project area boundaries are as follows:
    - North: 18<sup>th</sup> Street
    - South: 71<sup>st</sup> Street
    - West: Canal Street/Dan Ryan Expressway (I-90/1-94)
    - East: Cottage Grove Avenue

### Public Engagement (ongoing, September 2012–April 2013)

- Promote public understanding and support for the project through individual and organizational outreach – led by CMAP, BMNHAC and the City
- Develop project fact sheet with background information about the study
- Create a project website with interactive tools for civic engagement
- Develop a media promotion plan led by BMNHAC
- Hold a series of public/community meetings to gather public input led by CMAP, the City, and BMNHAC
- CMAP has created a webpage for the project where all project information will be posted
- PAC members may request or supply information to be added to the webpage
- CMAP will be researching, gathering stories from the community
- PAC assistance in this effort is necessary, particularly with identifying "authentic" stories and compilations of history

# Documenting Bronzeville's Contribution to the National Heritage and Developing Potential Themes (October –December 2012) – led by CMAP

- To demonstrate that Bronzeville (study area) has a unique and distinct landscape deserving of the NHA designation.
- Interview key stakeholders to identify the contribution of Bronzeville to the national history led by BMNHAC, supported by CMAP
- 1. Identifying and Inventorying Natural and Cultural Resources (October 2012–December 2012) led by CMAP and the City
  - Identify, analyze, and map natural and cultural resources (assets) in the area

- Interview key stakeholders to capture the history and cultural significance of the area
   led by BMNHAC, supported by CMAP
- 2. Revise and Finalize the NHA Boundaries (December 2012–March 2013)
  - Revise the initial study area map based on research, data analysis, resource assessment, and stakeholder input led by CMAP, assisted by DHED and BMNHAC
  - The final boundaries should be supported by the public
- 3. Develop Alternative Management Plans and Assess their Impacts (November 2012–March 2013) led by PAC
  - Develop management alternatives for the NHA and assess the impacts of each option
  - Identify the infrastructure/resources needed to sustain the NHA
  - Consider at least 3 management alternatives:
    - i. Option 1: No action from any governmental authority
    - ii. Option 2: Congress authorizes the NHA designation and federal funding is provided for the NHA
    - iii. Option 3: Local or State governments provide resources to manage the NHA, but there is no federal funding
    - iv. Other management options
- 4. Develop an Administration and Financial Feasibility Plan for NHA (November 2012–May 2013) led by PAC
  - Develop a 5-year, conceptual financial plan for administering the NHA
  - Show that the management entity can match federal funding that may become available through the NHA
  - The local management entity should represent the varied interests in the potential heritage area including cultural/natural resource organizations, government, businesses, recreational entities
- 5. Evaluate Public Support and Commitments for the NHA ( January–March 2013) led by CMAP and the City
  - Demonstrate public support and commitment to the NHA from the private sector and government agencies
  - Commitments of staff time or other resources may be made in lieu of financial contributions
  - Assess capacity of local partners
- 6. Finalize the Feasibility Study and Submit the Application (March–June 2013) led by CMAP
  - Compile the feasibility study report and have it reviewed by the stakeholders
  - Submit the feasibility study report and the NHA application to NPS led by BMNHAC
  - Early 2013 is target date for presenting research findings back to the community for input
  - The PAC's primary responsibility is to develop the conceptual financial plan and the NHA administration plan
  - The report will document community input, public support, and commitments from partnering and participating agencies.

#### 3. General Meeting Notes

- CMAP presented the draft mission and vision statements as well as the proposed NHA themes and asked the Committee members to review them and provide feedback by November 2<sup>nd.</sup>
- CMAP should include information about other activities in Bronzeville area, i.e. Bronzeville Retail Initiative; there are several research databases that may be helpful, including:
  - o Black Metropolis Research Consortium database of material
  - Black Music Project Northeastern University; there is also a separate, Columbia music project
  - o IIT Business School
  - South Side Community Arts Center
  - o Chicago History Museum
  - o Bronzeville Merchants Association, Omnibus Project interviews
  - WPA interviews at Washington Park Court
- Banking, finance should be added as theme, as it was important part of Bronzeville's emergence
- County government should be involved as they are invested in workforce development;
   workforce development should be a goal of NHA designation
- Using local expertise to build research is the goal, and PAC should supply CMAP staff with a list of the available resources; however, documenting the history should be the easier part of the overall effort, i.e. the Feasibility Study; NPS will focus more on management plan to a greater degree, so that is the part of the Feasibility Study that needs the most attention from this Committee.

#### General Outreach notes

- CMAP presented a draft of the outreach strategy (plan) and asked for feedback from Committee members. She outlined the outreach activities that are anticipated throughout the project and stated that at the end of the process, the document will be used as a framework for a comprehensive public engagement appendix. The outreach strategy consists of:
  - 1. Stakeholder analysis and community participation project partners will be asked to complete stakeholder analysis form and community participation form to help identify the appropriate method for public engagement for:
    - Business and industry leaders
    - Educational Institutions
    - Residents led organizations
  - 2. Work with the PAC to guide the feasibility study, identify stakeholders, and assist with community outreach
  - 3. Customized outreach to elected officials and government agencies
    - Work with staff at the city to facilitate meetings with project-area aldermen

- Identify prime locations for public meetings
- Work with media/communication staff to compose press releases and marketing materials
- 4. Community outreach and engagement
  - Host community meetings, open houses, and stand-alone workshops
  - Meet people where they are, i.e. work with churches or social service agencies to host meetings before or after their events
- 5. Key person interviews
  - Interview key individuals to get a deeper understanding of community issues and opportunities
- Committee members suggested the original group that worked on NHA designation, BMNHAC/Bronzeville Community Development Partnership, should be the management entity when the designation is achieved; there is no need to create new group or to have others such as developers, universities assume control now.
- (For background purposes for those in attendance) BMNHAC was created as 501 (c)(3) to be the management entity; also, we already have the heritage area designation, since the area meets the requirements for historical significance; Bronzeville just needs official status, and possibly funding that comes with the NHA designation.
- CMAP Asked for one-pager on BMNHAC for use with public outreach, from Committee; CMAP has technology tools to do outreach; Committee should keep CMAP informed about events in the community; all outreach conducted throughout the project will be documented in an Outreach Appendix
  - Committee members asked a question for group discussion: Should doing a
    feasibility study, the process, have publicity, or media announcement associated
    with it? Paula also referenced the marketing, community engagement plan that
    she drafted for the community outreach efforts.
    - CMAP outreach department is separate from the agency's communication and publicity unit, but CMAP will support, and assist where possible, whatever the PAC decides to do. Kendra will reach out to CMAP's communications team to coordinate any media/press activities with Paula.
  - Committee members suggested bus stop advertising is a means of communicating that may reach long-time residents who aren't reachable via internet or other means; reaching these groups is an important consideration for a project such as this where history and authentic stories are valued.

#### General History notes

• It was suggested by committee members that this group is not to be collectors of history; instead the primary task is the building of infrastructure for groups to work within to do preservation, story-telling, programming, and other activities related to these.

- CMAP reiterated the role of PAC in collecting history and ensuring that the histories recorded are authentic and reflect the realities of Bronzeville's past and present conditions. She also requested that PAC members supply her with a list of resources—books and collections—to research along with any contact information
- African American legacy in Bronzeville is of international significance, so this effort shouldn't let the benefits of NHA designation—tourism, etc be diverted out of the local community, as the City has done with other efforts, i.e. the Millennium Reserve and the new harbor; One committee member advocated for locating the Barack Obama presidential library in Bronzeville, and tying that to the NHA process somehow. Three books that could serve as resource—Black Democracy and the Black Metropolis, The Black Chicago Renaissance, and the Chicago Black History Forum.
- The committee can advocate for our interests, but this process should avoid rehashing old injustices; if NHA process/Feasibility Study is seen as venue for airing of grievances, it will go nowhere; also, other similar NHA applications have been rejected when focused too heavily on economic development, tourism, or any one component (referring to why Abraham Lincoln NHA did not get approved the first time); working with a broad base of efforts, can strengthen application;
- 4. **Next Meeting-**Tuesday, November 27<sup>th</sup> from 10:00 a.m. to noon, location TBD