



**MINUTES**  
**FALL BUSINESS MEETING**  
**ADVISORY COUNCIL ON HISTORIC PRESERVATION**  
**NOVEMBER 15, 2023**  
**WASHINGTON, D.C.**

**MEETING**  
**ADVISORY COUNCIL ON HISTORIC PRESERVATION**  
**National Building Museum**  
**Washington, D.C.**  
**November 15, 2023**

**PROVISIONAL AGENDA**

**Call to Order 9 a.m. EST**

- I. Chair's Welcome
  - A. Reflections on Frederick Douglass Site Visit
  - B. Update on ACHP Positions Funded by the Federal Permitting Improvement Steering Council
  - C. Delivery of Report on the Application and Interpretation of the Secretary of the Interior's Standards for the Treatment of Historic Properties
  
- II. Executive Director's Report
  
- III. Regulations and Governance
  - A. Chair Involvement in Section 106 Cases
  - B. Section 106 Program Alternatives
    - 1. Proposed Amendment to Broadband on Federal Lands Program Comment
    - 2. Update on Major Program Alternatives under Development
    - 3. Government-wide Housing-related Program Alternative
  - C. Housing Guidance on Historic Building Interiors
  - D. Preserve America EO 13287 Section 3 Report Key Recommendations
  
- IV. Policy and Legislative Affairs
  - A. ACHP Comments on Legislation
  - B. Policy Statement on Housing and Historic Preservation
  
- V. Tribal and Indigenous Peoples
  - A. Draft Principles for Policy Statement on Indigenous Knowledge and Historic Preservation
  - B. Update on Engagement with White House Council on Native American Affairs
  
- VI. Communications, Education, and Outreach
  - A. Developing New Audiences and Expanding Outreach
  - B. Preserve America EO 13287 Section 3 Report Outreach and Distribution
  
- VII. New Business
  
- VIII. Adjourn

**IN ATTENDANCE**

**Hon. Sara Bronin**, Chair  
**Jordan Tannenbaum**, Vice Chairman  
**Carmen Jordan-Cox**  
**Frank Matero**  
**Monica Rhodes**  
**Charles “Sonny” Ward**

Architect of the Capitol

Represented by:

**Joseph Imamura**  
Special Delegate of the  
Architect of the Capitol

Secretary of Agriculture

Represented by:

**Meryl Harrell**  
Deputy Under Secretary  
for Natural Resources  
and Environment

**Andrea Delgado**  
Chief of Staff for  
Natural Resources and  
Environment

Chair, Council on Environmental Quality

Represented by:

**Ana Unruh Cohen**  
Senior Director for  
NEPA, Clean Energy &  
Infrastructure

Secretary of Defense

Represented by:

**Brendan Owens**  
Assistant Secretary for  
Energy, Installations,  
and Environment

Administrator, General Services Administration

Represented by:

**Beth Savage**  
Director, Center for  
Historic Buildings,  
Public Buildings  
Service

Secretary of Homeland Security

Represented by:

**Trae Watkins**  
Deputy Chief Readiness  
Support Officer

Secretary of Housing and Urban Development

Represented by:  
**Claudia Monterrosa**  
Deputy Assistant  
Secretary for Grant  
Programs

Secretary of the Interior

Represented by:  
**Michael Martinez**  
Deputy Assistant  
Secretary, Fish and  
Wildlife and Parks

Secretary of Veterans Affairs

Represented by:  
**Michael Brennan**  
Executive Director,  
Office of Construction  
and Facilities  
Management

Indian Tribe Member

**Hon. Reno Keoni Franklin**  
Chairman, Kashia Band of  
Pomo Indians

President, National Conference of State Historic  
Preservation Officers

Represented by:  
**Erik Hein**  
Executive Director,  
NCSHPO

Chair, National Association of Tribal Historic  
Preservation Officers

**Shasta Gaughen**  
Tribal Historic Preservation  
Officer, Pala Band of Mission  
Indians

Chair, National Trust for Historic Preservation

Represented by:  
**Elizabeth Merritt**  
Deputy General  
Counsel

#### **OBSERVERS**

Chairman, ACHP Foundation

**Susan Snell Barnes**  
Interim Chair

Chair, National Alliance of Preservation Commissions

Represented by:  
**Stephanie Paul**  
Executive Director,  
NAPC

In attendance and participating in the meeting were ACHP Executive Director Reid Nelson; ACHP Office Directors Javier Marques, Jaime Loichinger, Druscilla Null, Susan Glimcher; and Assistant Director Chris Koepfel.

## PROCEEDINGS

Advisory Council on Historic Preservation (ACHP) Chair Sara Bronin called the fall business meeting to order at 9:08 a.m. November 15, 2023. She appointed Shayla Shrieves recorder for the meeting. The agenda was adopted with a motion by Chairman Reno Franklin and second by Monica Rhodes. The minutes from the summer business meeting were adopted with a motion by Carmen Jordan-Cox and second by Vice Chairman Jordan Tannenbaum. The General Services Administration holds the proxies for the Secretaries of Defense and Transportation.

### **Chair's Welcome**

Chair Bronin thanked members for being there in person and noted the meeting is being live cast on the ACHP's Facebook page. She asked members to introduce themselves. She then indicated that she would like to make some framing comments relating to the federal preservation framework. She read from the National Historic Preservation Act (NHPA) saying historic preservation as we practice it and exercise it in the federal government has never just been about historic preservation; rather, it has always been about the role of historic preservation in relation to other societal goals. She said ACHP should primarily consider how preservation can be in productive harmony with these other goals for the present and the future.

Chair Bronin then gave a report on her recent activities. She mentioned several federal partners with whom she has met or worked since the last business meeting, including the White House housing and climate teams, the State Department, and the Internal Revenue Service. She noted that she and staff have been working with Senate offices on refining language to the bills that members have proposed to support and others that are in the works, and she hopes to work with the House of Representatives, as well. She also indicated an interest in reviving ideas developed by the data digitization task force and considering the treatment of bike and pedestrian infrastructure in Section 106.

She congratulated Jaime Loichinger on her elevation to serve as the director of the Office of Federal Agency Programs (OFAP) and Ira Matt on a detail to the White House to be discussed next by Executive Director Reid Nelson.

Chair Bronin then reflected on the previous day's visit to the Frederick Douglass National Historic Site and said she found it to be a very meaningful experience. She thanked Ms. Rhodes for recommending the site, and thanked the National Park Service (NPS), Deputy Assistant Secretary Mike Martinez, and park superintendents for their warm welcome and expert guidance.

She then announced the successful funding of eight new, two-year ACHP positions by the Federal Permitting Improvement Steering Council (Steering Council). These positions will help the ACHP improve Section 106 reviews for infrastructure projects. They include a policy position, a legal position, positions in the Office of Tribal and Indigenous Peoples (OTIP) and OFAP, and a position in the Office of Information Technology (OIT). She said the ACHP takes its role on the Permitting Council very seriously, and that the addition of these positions demonstrates the importance of the ACHP's continued engagement.

Chair Bronin noted that she intends to deliver a report in the near future and would give a brief update today on the comments the ACHP has received regarding the application and interpretation of the Secretary of the Interior's Standards. She said her efforts to review these comments have been extensive, and she intends to provide a report that acknowledges the value and importance of these standards and also the opportunities that the ACHP might have to recommend updates that would help improve their application in the future.

## **Executive Director's Report**

Mr. Nelson announced that OTIP Director Matt is now detailed for a year to the White House Office of Science and Technology Policy. He has been actively involved and engaged with all of the ACHP work on the White House Council on Native American Affairs and is working with the White House and others looking to advance Tribal consultation and commitments to the government-to-government relationship between the federal government and Tribes. He is a recognized leader in much of the work in that area.

Mr. Matt will still be working part time with the ACHP. Mr. Nelson said Jamie Lee Marks and Bill Dancing Feather will continue to keep things moving with OTIP. He said when he became the executive director, he was finally able to realize a number of personnel actions and reorganization efforts in the agency that had been important to him to carry out, to fully modernize the ACHP. He wanted to move talent where it is needed, address workload issues, and recognize the incredible work that staff are doing at the ACHP. He acknowledged Ms. Loichinger's promotion to the director position and said Ismail Ahmed was promoted to an office director, as well. Rachael Mangum has been promoted to an assistant director in OFAP, Artisha Thompson is moving over to be the budget analyst, and Kiani Morris was promoted, as well. Odette Williams moved to the Office of Administration, and Adam Brodheim was hired as the special assistant to the chair.

Mr. Nelson said he is recruiting for an Army liaison and is about to make an offer on an equity officer. He is reviewing 125 applicants for the training specialist position and will be backfilling Ms. Mangum's position as well as recruiting for the eight positions being funded by the Steering Council. He is committed to working with all of the members of the Permitting Council and ACHP members to continue to improve environmental reviews and Section 106 reviews.

He also recognized LaShavio Johnson who will be retiring in January after 34 years at the ACHP. Members gave her a round of applause.

Regarding the federal budget, Mr. Nelson said the agency is awaiting Senate action on the continuing resolution. He said the ACHP is operating effectively under the current continuing resolution. It is hard to know in this environment what level of funding might be forthcoming at any point in FY 24. He acknowledged that the FY 24 request had included some additional investments in the intern program and IT department. He anticipates level funding in FY 25, which is essentially continuing FY 24 and 23 level funding.

He also mentioned the ACHP renegotiated a five-year lease at the National Building Museum for its office space. Shasta Gaughen asked if Mr. Nelson could provide a staff organizational chart.

## **Regulations and Governance**

### *Chair Involvement in Section 106 Cases*

Vice Chairman Tannenbaum turned to Chair Bronin to introduce a discussion item she had brought to the Regulations and Governance Committee, namely, the question of whether and how to formalize the role of the chair in Section 106 cases. For years, the vast majority of cases and aspects of the Section 106 process, many of the decisions, functions, and steps have been delegated to the executive director. She asked members to consider how the arrival of a full-time chair might impact any of these delegations or whether other protocols for chair involvement might be clarified.

Vice Chairman Tannenbaum said the Regulations and Governance Committee reviewed proposed criteria developed by staff, under which the chair might consider a more active role in Section 106 consultation. These criteria, included in the meeting book paper, are intended to be as objective as possible, rather than subjective. He reported that committee members discussed whether these criteria might be considered

internal guidelines or might be formalized in the operating procedures. Committee members also raised questions about whether the chair's engagement in consultation could necessitate a similar escalation of participation for leadership in other federal agencies and whether that escalation could extend review times.

Chairman Franklin asked what the timing would be for finalizing the recommendations. Chair Bronin said she would like feedback soon.

Dr. Gaughen used the example of the ACHP being contacted directly by a Member of Congress. She said a lot of the issues that she would be concerned about a Member of Congress bringing to the ACHP and to the chair would be very politically sensitive discussions. She suggested the ACHP would want to avoid the appearance of politics in the work it does and asked how to manage that without it seeming like the ACHP is taking sides. In response, Chair Bronin said the ACHP gets contacted by Congress with some regularity. In those cases, staff provides a briefing. She noted that to date, she had not gotten involved in any issues raised by Members of Congress, and that chair involvement in such cases would likely continue to be very rare.

Ana Unruh Cohen asked if it is envisioned that these criteria for chair involvement would be applied to cases the ACHP is already formally participating in. Chair Bronin said yes.

Erik Hein said he was concerned about the over-politicking of some cases in the future, where a differently aligned chair or someone with a different agenda may use that in an abusive way rather than in a complementary way. In response, Chair Bronin said the ACHP is an inherently political body, and that the ACHP's role is to promote historic preservation to make sure it integrates well with those other values. She noted that a chair's involvement is only expressly noted in cases in which the chair can sign a comment. She believes that clearer criteria that enable a chair to weigh in at an early stage in the process would ensure that historic preservation values of this agency can be considered, noting all of the agencies that are subject to Section 106 are able to exercise judgment based on their agency's priorities.

Mr. Martinez said perhaps another criteria to consider would be chair's involvement at the request of a sovereign Tribal nation or nations that are affected by the action. In response, Chair Bronin said she would talk with the Tribal representatives and the National Alliance of Tribal Historic Preservation Officers (NATHPO) to determine whether such criteria might be developed. In addition, Mr. Nelson said if they open up potential chair involvement to requests from external parties, screening protocols would need to be built in so that the simple invitation itself did not activate the chair. Chairman Franklin warned about making sure the process is transparent.

### ***Section 106 Program Alternatives***

Chair Bronin announced the ACHP has received a request from the National Telecommunications and Information Administration (NTIA) to amend the earlier telecom program comment for broader use. Ms. Loichinger came to the table to speak about this request, noting that the NTIA made this request to amend the 2017 program comment for communications projects on federal lands and properties. The amendment proposes to expand the 2017 program comment to any federal communications project that is federally assisted, regardless of whether the project will occur on federal lands or property. The current program comment is limited just to those properties or lands that are in ownership or managed by a federal agency. Now, the NTIA is seeking to add any covered project that would be federally assisted and any covered project that would be off federal lands. NTIA, for instance, received about \$48.5 billion in recent legislation for the deployment of broadband across the country.

Ms. Loichinger said federal agencies are looking at a massive influx of projects, and they are seeking efficiencies. She noted the ACHP is developing a consultation strategy and has scheduled a series of consultation meetings the second week of December, with the possibility of more.

Chairman Franklin said this issue is tough for Tribes after having experienced the consultation regarding cell phone “Twilight Towers,” for which there is no record of Section 106 having been completed. He said the ACHP will consult with Tribes on this and will probably need some additional consultation, including addressing the concerns of Native Hawaiian organizations. Ms. Loichinger responded that this amendment would not involve the Twilight Towers. They would be dealt with separately, and the ACHP continues to offer assistance to the Federal Communications Commission in finding a solution to those towers. Mr. Nelson added that while such amendments may generate some concern, it was smart to first look at using existing tools that the ACHP has adopted rather than starting from scratch with the NTIA.

Dr. Gaughen said this is also about future builds, and she reminded members that an effective streamlining mechanism would include paying Tribes for their work.

Ms. Loichinger then gave an overview about program comments under development for the Army’s pre-1919 housing and the NPS’s management activities involving Mission 66-era facilities. Both agencies have initiated consultation.

Chair Bronin thanked Ms. Loichinger for her presentation and her work and noted that the ACHP has under development right now the largest number of program alternatives ever in its history. She said the staff is managing a lot, and that she is looking forward to the additional assistance of the eight new staff members funded by the Steering Council.

### *Housing Guidance on Historic Building Interiors*

Vice Chairman Tannenbaum said in light of the efforts underway to update the housing policy statement, Chair Bronin asked that the Regulations and Governance Committee consider whether government-wide housing-related program alternatives may be desirable. While the staff noted that housing activities are covered by numerous existing program alternatives, committee members observed that there may be a value in assessing whether there is a need for government-wide alternatives and asked that staff inventory existing housing-related program alternatives and convene a meeting of the Federal Preservation Officers to gather broader input on the topic. Committee members also acknowledged that improving education about the Section 106 process would be necessary if any such alternatives were to proceed. Staff will schedule a follow-up discussion in the new year.

Mr. Hein said this is a topic that State Historic Preservation Officers (SHPOs) are going to be very interested in and have a number of concerns about. First of all, applying any Section 106 procedures to all housing is a very sweeping action. Second, SHPOs may have a heavy burden in educating agencies and funding recipients about Section 106. Third, there is a concern that SHPOs may be placed in perilous political headwinds.

Claudia Monterrosa said the Department of Housing and Urban Development (HUD) welcomes the opportunity to have the discussions on this topic on government-wide alternatives. It impacts their portfolio quite a bit, as well as the grantees and stakeholders that HUD works with.

Chairman Franklin said he foresees significant issues with Tribal Historic Preservation Officers (THPOs) facing the same thing as SHPOs regarding needing agency and applicant education on historic housing and Section 106 review. Mr. Hein added that seeking an efficiency may make sense from a national and federal agency point of view, but he cautioned members that every SHPO has to deal with multiple agencies and multiple different undertakings. While it is an efficiency for one item, it actually presents an operational challenge for them because it is still a variation from their regular process. In response, Chair

Bronin indicated a desire to discuss these matters further but hoped any government-wide Section 106 approach to housing may actually help SHPOs to review housing more efficiently.

***Preserve America E.O. 13287 Section 3 Report***

Vice Chairman Tannenbaum said the committee reviewed the draft findings and recommendations for this very important report which relate to the themes of infrastructure, job creation, equity, and climate change. Twenty-three progress reports were submitted by property managing agencies. Chris Koeppel came to the table to give members an overview of the findings and recommendations being planned. He said staff pores through these reports as they come in and identifies what are the themes that should be shared, what are the challenges that are shared by all the agencies. They analyze what are the tools that agencies are developing that can cross-cut the challenges they are experiencing.

Mr. Koeppel asked members two questions. First: do these proposed findings and recommendations resonate with your mission area? Second: does it represent the challenges that you are seeing your agency or your department having in the realm of historic preservation? Members were generally supportive of the report and its proposed recommendations.

At this time, the members took a short break and returned at 10:35 a.m.

**Policy and Legislative Affairs**

***ACHP Comments on Legislation***

Sonny Ward said the Policy and Legislative Affairs Committee discussed several pending bills in Congress, and there was consensus among the committee members to advance motions on all but one of the bills for consideration by the full membership.

Three bills would exempt various broadband projects from review under Section 106 and the National Environmental Policy Act. Generally, the ACHP has always opposed such legislative exemptions to Section 106 since administrative options already are available under the Section 106 regulations to permit streamlining. A program comment already exists for broadband projects on federal land, and staff are currently working to update that document.

Mr. Ward made the following motion: That the ACHP opposes the provisions of the American Broadband Deployment Act (H.R. 3557), the Broadband for Americans through Responsible Streamlining Act (H.R. 4141), and the CLOSE THE GAP Act (S. 2855), that would exempt projects from review under Section 106; draws the Congress's attention to existing administrative streamlining options; and directs the chair to so advise the Congress.

Dr. Jordan-Cox seconded it. After a roll call vote, the motion passed with 11 ayes and eight abstentions.

The next legislative item was the Truth and Healing Commission on Indian Boarding School Policies Act which would create a commission to investigate the legacy of Indian boarding schools and make recommendations for federal action, including addressing burials at the schools. The bill mentions the ACHP, calling for the executive director to serve on a federal advisory committee.

Mr. Ward made the following motion: That the ACHP supports creation of a commission to investigate Indian boarding schools and the burials associated with them, as provided for in the Truth and Healing Commission on Indian Boarding School Policies Act (S. 1723); urges that the bill reference the ACHP's Policy Statement on Burial Sites, Human Remains, and Funerary Objects and its companion guidance document; recommends that the bill provide for the chairman of the ACHP to represent the agency on the Federal Truth and Healing Advisory Committee; and directs the chair to so advise the Congress.

Chairman Franklin seconded it.

Mr. Martinez said, notwithstanding Department of the Interior (DOI) testimony in support of a prior version of this bill, DOI will abstain from voting absent a Statement of Administration Policy on the current version.

After a roll call vote, the motion passed with 13 ayes and six abstentions.

Mr. Ward continued that two pending bills would make rehabilitation of historic school buildings that continue to operate as schools eligible for the federal Historic Tax Credit. Maintaining and enhancing existing preservation tax incentives has been a long-term commitment of the ACHP.

He made the following motion: That the ACHP supports the School Infrastructure Modernization Act (S. 1523) and the Rehabilitation of Historic Schools Act (H.R. 3181) and directs the chair to so advise the Congress.

Vice Chairman Tannenbaum seconded the motion. After a roll call vote, the motion passed with 12 ayes and seven abstentions.

Mr. Ward said the American Battlefield Protection Program Enhancement Act would make improvements to the American Battlefield Protection Program, expanding the flexibility and reach of some of the grants available under the program.

He made the following motion: That the ACHP supports the American Battlefield Protection Program Enhancement Act (H.R. 3448); recommends that Congress work with the National Park Service to address issues raised by the agency in its congressional testimony on the bill; and directs the chair to so advise the Congress.

Chairman Franklin seconded it. Mr. Martinez said NPS would like to work with sponsors and committees to address some of those concerns, and although NPS testified in support of the goals of this bill, with these amendments and the opportunity to work with the sponsor, DOI will abstain absent a Statement of Administration Policy.

After a roll call vote, the motion passed with 12 ayes and eight abstentions.

Mr. Ward said the Policy and Legislative Affairs Committee also discussed the Neighborhood Homes Investment Act (S. 657/H.R. 3940), which would create a federal tax credit to encourage revitalization of homes in distressed areas. The bill has significant potential to promote rehabilitation of historic homes. However, “reasonable development costs” would include demolition. Since discussions are underway with the bill’s advocates and congressional sponsors regarding options to address this issue, the Committee recommended that the ACHP postpone taking a position on the bill at this time.

### ***Policy Statement on Housing and Historic Preservation***

Mr. Ward turned to Chair Bronin to make opening remarks on the draft policy statement on housing. She re-emphasized that the NHPA emerged from conversations about how historic preservation can be prioritized along with other values. She noted the policy statement remains out for Tribal consultation until November 26, and staff is reviewing the recently received public comments.

Mr. Ward said the Policy and Legislative Affairs Committee had a great discussion regarding the status of the housing policy statement and the next steps. He called Dru Null to the table to update the members. Ms. Null said the ACHP hosted two consultation events: one for SHPOs and one for Tribal leaders and Native Hawaiian organizations. The draft has been out for public comment, as well. She said in general,

the comments have been positive and constructive, either identifying things that should be added into the document or slightly modifying the documents. There only have been one or two that question some of the fundamental concepts of the document or the way it was structured. For instance, should the policy affect all housing or just affordable housing? Is it truly a policy statement versus a set of recommendations?

Ms. Null gave examples of other issues from the public comments such as displacement of current residents in areas with the development of housing, remediation of environmental health and safety hazards, energy codes, and the role of the local historic preservation commissions. Comments regarding the application process for housing assistance could be made more inclusive and easier to navigate.

She said the goal is to incorporate material from the comments and then send a final document for member review in the beginning of December. Then there would be an unassembled meeting to vote on adoption of the policy. That usually is about a two-week process. The goal is to finish to voting process and hopefully adopt the statement by the end of the year.

Ms. Monterrosa said HUD will be submitting a formal letter and comments on the policy statement and proposed regulatory changes to Section 106. She commended the ACHP for taking this work on to address the pressing issue of affordable housing in the shortage nationwide. She said this challenge is one of the most critical issues facing the nation, and one that intersects with many priorities shared by this Administration and communities across America.

### **Tribal and Indigenous Peoples**

Chairman Franklin congratulated Mr. Matt on his detail appointment. He also said he wanted to make a comment about the Truth and Healing Commission on Indian Boarding School Policies Act (S. 1723); namely when talking about the boarding schools act, he felt compelled to start with apologies. He said as chairman of his Tribe and a traditional Kashia person, he apologized to anybody online who heard the discussion of human remains or children who did not come home. He thanked members for the votes and the support.

#### ***Draft Principles for Policy Statement on Indigenous Knowledge and Historic Preservation***

Regarding the draft principles for the Policy Statement on Indigenous Knowledge and Historic Preservation, Chairman Franklin noted that the ACHP is still taking comments and still soliciting opinions from Tribes and hosting listening sessions. He directed members to send comments to Mr. Matt.

The ACHP hosted seven listening sessions for Tribes and Native Hawaiian organizations and two with agencies. There were more than 200 Tribal and Native Hawaiian participants and 30 to 40 between the agencies.

Chairman Franklin said with something that is this sensitive and has taken thousands of years to develop, it is something that he wants to make sure to get right or as right as possible in the first shot. He offered to any of the federal agency partners, that they are welcome at the discussions where traditional leaders are giving us direction and teaching us. He expects to begin to switch from listening sessions to government-to-government consultation in late January. The goal is to present a final draft to ACHP members in early March with the potential vote at the March business meeting.

Chair Bronin said the Policy Statement on Indigenous Knowledge and Historic Preservation is a top priority for her in the new year. She appreciates the agencies that have gotten involved, because this policy statement will affect the Section 106 process. She encouraged agencies to have early engagement with their leadership on this issue, so there are not abstentions in the vote. She said it was important to get

the statement right and get their active endorsement and support of it, and that it is very important for the ACHP to be a leader in this policy.

### *Update on Engagement with White House Council on Native American Affairs*

Chairman Franklin added that staff has been doing a lot of engagement with the White House Council on Native American Affairs. The Tribal Nations Summit will occur December 6-7 in Washington, D.C.

### **Communications, Education, and Outreach**

Ms. Rhodes acknowledged the staff of the Office of Communications, Education, and Outreach (OCEO). She said OCEO has been leading conversations online on a YouTube series of podcasts called “Preservation Perspectives.” The most recent episode was focused on the recent inscription on the list of World Heritage Sites of the Hopewell Ceremonial Earthworks in Ohio. She then called Susan Glimcher to the table to summarize efforts around expanding the ACHP’s recent engagement with a public relations firm analyzing current outreach.

Ms. Glimcher said the committee heard from two staff members from The Hatcher Group public relations firm. One of Hatcher’s first priorities was to conduct a media audit to examine and analyze the social and earned media footprint of the ACHP. Hatcher looked at this media footprint and gave a great report and excellent recommendations as to how the ACHP can get more specific information out to the various constituencies, as well as how to continue to grow the audiences. Some of these recommendations included ideas to broaden messages via social media or print media and connecting the ACHP with specific landmarks and news-worthy events, and the connection between the work that the ACHP does, Section 106, and the realities of what is happening in the country today. During the discussion, members asked about how to get the ACHP into more of these stories, and Hatcher recommended leaning heavily on the key language in the mission statement. A main goal is to make sure to raise awareness of the work of the ACHP in Section 106. Ms. Rhodes underscored the importance of communicating the excellent work that the ACHP leads nationally and not just keep it in-house and in the preservation silos.

Regarding the Section 3 Report to the President, OCEO staff will be working with OFAP staff on the report, and will be editing the content and designing and producing this report. It is OCEO’s responsibility to handle the outreach, and staff are looking to expand the distribution of this important report. It will go to media and local preservation groups, Congress and the President, SHPOs and THPOs, but also it is imperative to get this report in front of senior federal decision makers. Ms. Rhodes will be calling on federal members of the ACHP to assist with that.

### **New Business**

Chair Bronin said there is no new business but that the schedule for upcoming mid-cycle committee meetings, full committee meetings, and business meetings through July of next year is in the table packets. She adjourned the meeting at 11:25 a.m.