



PUBLIC NOTICE AND MEETING AGENDA
National Heritage Area Advisory Committee

Wednesday, April 23, 2025, 1 p.m.
Big Break Visitor Center
69 Big Break Road, Oakley, CA 94561

Agenda

1. Call to Order – Dan Ray, NHA Advisory Committee Chair
2. Roll Call
3. Public Comment – An opportunity for members of the public to address the NHA Advisory Committee regarding items not on the agenda
4. Approval of February 26, 2025, Meeting Minutes ([p. 3](#))
5. Update on NHA Activities – Blake Roberts ([p. 7](#))
6. Consider Establishment of Water Tour Ad Hoc Task Group – Blake Roberts ([p. 9](#))
7. Partnership and Passport Program Update – Rachel Vanderwerff ([p. 12](#))
8. Discuss America 250/California 175/Anza 250 Commemoration and Consider Establishment of Delta 250 Ad Hoc Task Group – Blake Roberts ([p. 20](#))
9. Discuss Next Steps for Delta Heritage Forum – Kira O’Donnell ([p. 24](#))
10. Member Announcements and Adjourn

The agenda items listed above may be considered in a different order at the Committee meeting, subject to the discretion of the Chair. At the discretion of the Committee, all items

appearing on this agenda, whether or not expressly listed for action, may be deliberated upon and may be subject to action. The Committee welcomes and encourages participation in its meetings. The Committee limits testimony to not more than three minutes per person, or more time at the discretion of the Chair.

Questions, Comments, and Requests

If you have any questions or have a request for reasonable modification or accommodation due to a disability, please contact the Delta Protection Commission at dpc@delta.ca.gov or (916) 375-4800.

Comments submitted to submit@delta.ca.gov by noon on April 22, 2025, will be shared with Committee members prior to the meeting to the extent possible. Public comments on each agenda item will follow the order of: 1) emailed comments, 2) those verbally requesting to make comments after notice offered by Chair during meeting.

National Heritage Area Advisory Committee Members

Chair Dan Ray | Vice Chair Elizabeth Patterson | Diane Burgis, Commission Chair | **Michael Campbell | Colin Coffey | Lisa Craig | Dwayne Eubanks | Morris Lum | Carol Jensen | Don Nottoli | David Stuart | Oscar Villegas**, Commissioner | **Dan Whaley | Stuart Walthall | Katie Wiley**

EX OFFICIO MEMBERS: **Amanda Blosser** California State Parks | **Chris Lim** Contra Costa Resource Conservation District | **Karen Buhr**, Sacramento-San Joaquin Delta Conservancy | **Jeff Henderson**, Delta Stewardship Council | **Mike Moran**, East Bay Regional Park District | **Trevor Rice**, National Park Service | **John Takekawa**, Suisun Resource Conservation District. Other public agency representatives may also participate as ex-officio members.

ALTERNATE MEMBERS:

Paulette Hennum | Douglas Hsia | Janet Lake | Gia Moreno

Meeting Minutes (DRAFT)
National Heritage Area Advisory Committee

Wednesday, February 26, 2025, 1 p.m.
Peter's Steakhouse
203 2nd St Isleton, CA 95641

1. Call to Order – Elizabeth Patterson, NHA Advisory Committee Vice Chair

Vice Chair Patterson called the meeting to order at 1:04 p.m.

2. Roll Call

A quorum was present with members Elizabeth Patterson, Diane Burgis, Colin Coffey, Lisa Craig, Carol Jensen, Don Nottoli, David Stuart, Oscar Villegas, Stuart Walthall, and Katie Wiley. Ex Officio members present were Chris Lim, Julie Lee, and Karen Buhr.

Member Dan Whaley arrived shortly after the roll call was taken and member Morris Lum arrived at 1:25 p.m. during Item 6.

Guests present were Leigh Ann Davis, Tom Suhr, Jack Johnson, Laura Scheidegger, Ken Scheidegger, and Margit Aramburu.

DPC Staff present were Blake Roberts, Heather McClure, and Kira O'Donnell.

3. Public Comment – An opportunity for members of the public to address the NHA Advisory Committee regarding items not on the agenda

There were no comments from members of the public.

4. Approval of December 6, 2024, Meeting Minutes

Member Nottoli motioned to approve the December 6, 2024, meeting minutes. Member Whaley seconded. The motion passed unanimously.

5. Update on NHA Activities

Roberts provided updates on several key activities, including the NHA Management Plan, which is scheduled for Commission approval on March 20; ongoing tribal outreach to establish a Tribal Advisory Council as outlined in the Management Plan; and staffing updates, including the recent hire of a part-time Information Officer, with plans to make the position full-time and add a second role. He also reported on the Alliance of National Heritage Areas annual meeting in Washington, DC, which he

attended along with the Executive Director and Commission Chair, where they met with several members of Congress.

6. Tourism Branding and Marketing Plan – Blake Roberts

Roberts presented on the Tourism Branding and Marketing Plan for the NHA, which will be developed by Honey Agency, Inc. The plan includes a project kickoff meeting, public outreach (including Advisory Committee and task group meetings as well as public workshops), market research, identification of primary and secondary target audiences, and an assessment of the existing brand. A brand toolkit will also be developed, which will include an updated logo, color palette, tagline, typography, and a range of marketing and branding materials. The final plan will also include revised strategic imperatives, promotional campaign ideas, key performance indicators, design guidelines, a brand rollout strategy, and strategies for web, social media, and audience-specific communication.

Roberts noted that Honey Agency will review previous branding efforts and marketing documents, such as the 2015 NHA Brand Standards and 2017 Delta Tourism Awareness 5-Year Marketing Plan. They will address potential sources of confusion, including the use of multiple Commission brands (NHA, Delta Trail, and VisitCADelta), differing regional names, and a general lack of public recognition of the Delta as a distinct region. Advisory Committee members will be asked to provide feedback on these issues during the planning process.

7. NPS Annual Program Report – Blake Roberts

Roberts reported that each January National Heritage Areas submit an annual program report to the National Park Service's NHA Program Office. The report has two components: the Funding Report and the Progress Report. The Funding Report is used to support the NPS Budget Justification and respond to Congressional directives. It includes information on staffing, federal funding and the non-federal in-kind funding match, organizational sustainability plans, and any challenges or program needs. The Progress Report helps NPS track NHA progress in implementing the management plan. It covers many areas including NHA goals, financial assistance, preservation and enhancement projects, educational and recreational programs, outreach and marketing, and community engagement.

Roberts reported that in January 2025, the Delta Protection Commission submitted the Sacramento-San Joaquin Delta NHA's annual report for Federal Fiscal Year 2024. He highlighted the need to be transparent with NPS. The report emphasized the completion of the NHA's management plan and initial implementation activities

including the Delta Leadership Program, establishment of a new NHA Advisory Committee, and Commission communications via publications and the website.

8. Delta Heritage Forum Analysis – Blake Roberts

Roberts presented the post-event evaluation results for the Delta Heritage Forum, which overall received positive feedback. All respondents reported gaining at least one useful idea or source of inspiration, meeting the Commission’s benchmark for success. Participants appreciated the diversity of session formats—panels, lightning talks, and storytelling. Comments highlighted the importance of partnerships, youth engagement, storytelling, and cultural representation, with multiple requests for more inclusion of tribal voices and histories. The Antioch Historical Society Museum venue was praised for its accessibility and atmosphere, prompting similar suggestions for future locations. While the majority of attendees were affiliated with government or nonprofit organizations, over a quarter attended for personal interest alone, demonstrating public interest in Delta heritage.

The analysis showed that most participants learned of the event via the Delta Protection Commission’s newsletters and word of mouth. Social media was not an effective outreach tool. Despite limited promotional reach on digital platforms, registration reached capacity, and additional attendees showed up unregistered. The audience included individuals from both within and outside the Delta, reinforcing the region’s broad appeal. Suggestions for future topics included advocacy training, working with tribes, ecology, and project funding strategies. Some feedback mentioned feeling rushed during Q&A or presentations, while the scavenger hunt and refreshments received all positive comments. Planning for future events will incorporate this feedback, as well as the Committee’s input on structure, content balance, and other potential adjustments.

There were several comments from committee members regarding different ideas for future forums. It was suggested to form a subcommittee or an ad hoc committee for the Delta Heritage Forum. Roberts agreed to bring that to the next Advisory Committee meeting.

9. Discover the Delta - Margit Aramburu

Aramburu presented on the Discover the Delta Education Center, a project aimed at enhancing public understanding and appreciation of California’s Delta region. Located at a high-traffic crossroads near the Sacramento River, the Center will offer interactive, science-based educational experiences focused on the Delta’s history, natural resources, and cultural significance. It targets both local residents and visitors from across the state and beyond. Backed by a non-profit sponsor Discover the Delta

Foundation, over \$6.5 million has already been raised. With design and permitting completed, next steps include obtaining a grant through the Delta Conservancy for constructing the facility, developing exhibits and educational programs, and completing landscaping with native plants.

Aramburu pointed out the parallel visions of the NHA and Discover the Delta and suggested the Center could be a place to carry out the mission of certain goals of the NHA. A brief discussion followed, expressing interest in the idea, with a recommendation to revisit the topic for further consideration at a future meeting.

10. Member Announcements and Adjourn

Member Jensen requested information on existing historic preservation ordinances—either citywide or countywide—from other jurisdictions that pertain to the protection of historic properties or landmarks. She asked anyone with relevant ordinances or experience in this area to email her the information, which will assist in demonstrating the need for a proposed county-level historic ordinance currently under consideration by the Contra Costa County Board of Supervisors.

Member Buhr announced the Delta Conservancy is currently strategizing the use of Proposition 4 funding and encouraged members to share any ideas for projects or initiatives that should be considered, including input on what the grant guidelines could look like.

Vice Chair Patterson adjourned the meeting at 2:28 p.m.

National Heritage Area Advisory Committee Meeting

April 23, 2025

AGENDA ITEM 5: Update on NHA Activities

Prepared by: Blake Roberts, Program Manager

Presented by: Blake Roberts

Recommended Action: Receive Update on NHA Activities

Type of Action: Receive

NHA Management Plan

After receiving National Park Service approval on January 16, the Commission approved the final plan at its March 20 meeting. As a result of the approval, funding for the NHA is expected to increase pending Congressional appropriation for the Heritage Partnership Program, the funding source for National Heritage Areas.

Partnership Program

Staff will provide an update about the partnership program at the NHA Advisory Committee meeting.

Passport Program

Staff will provide an update about the passport program at the NHA Advisory Committee meeting.

Tourism Branding and Marketing Plan

The Commission will consider authorizing the Executive Director to execute a professional services contract for the Tourism Branding and Marketing Plan at its May 15 meeting.

VisitCADelta Website

The VisitCADelta website was originally created by the Commission and Sacramento-San Joaquin Delta Conservancy in coordination with the Delta Marketing Task Force. Staff have been reviewing the VisitCADelta.com website for potential updates, particularly in light of the upcoming Tourism Branding and Marketing Plan contract.

Delta Leadership Program

The 2025 Delta Leadership Program, a joint effort of the Commission and Delta Leadership Foundation, kicked off in January with 19 participants. The group is gathering for daylong seminars on the Delta's ecology, economy, heritage, and regulatory framework. Seminars also hone participants' leadership skills and serve as workshops for team projects that will be presented to the Commission at their May 15 meeting. The closing reception will be held Friday, April 25 from 5:00 to 7:00 PM at Bogle Winery. 37783 County Road 144 in Clarksburg. RSVPs are requested by April 23.

America250

Staff will provide information about America250 activities at the NHA Advisory Committee meeting.

Reorganization and Set Up of Advisory Bodies

Staff are conducting outreach to tribes about forming the Tribal Advisory Council identified in the Management Plan. In anticipation of the beginning of the Tourism Branding and Marketing Plan, staff are also setting up the Communications and Marketing and Heritage Development and Tourism task groups.

Delta Happenings and Delta Heritage Courier Newsletters

Commission staff released the March/April Delta Heritage Courier on March 6 and have included heritage-related material for the biweekly Delta Happenings newsletter. The deadline for material for the May/June Courier is April 24, with a scheduled release date of May 1.

Staffing Augmentation

Rachel Vanderwerff, Senior Environmental Planner started on April 1. She will split her time between the NHA and other Commission responsibilities until the remaining Commission vacancies are filled. Staff are taking steps to add two positions for the NHA, which would make the NHA information officer position permanent.

National Heritage Area Advisory Committee Meeting

April 23, 2025

AGENDA ITEM 6: Consider Establishment of Water Tour Ad Hoc Task Group

Prepared by: Blake Roberts, Program Manager

Presented by: Blake Roberts

Recommended Action: Establish Water Tour Ad Hoc Task Group

Type of Action: Vote

During the February 26 NHA Advisory Committee meeting, committee members discussed the merits of facilitating water tours of the NHA. They requested that staff bring an item at the next committee meeting to establish an ad hoc committee to investigate potential options for increasing water tours.

Recommended Action

Establish a Water Tour Ad Hoc Task Group.

Resolution No. 25-01

**RESOLUTION OF THE NATIONAL HERITAGE AREA ADVISORY COMMITTEE
ESTABLISHING A WATER TOUR AD HOC TASK GROUP**

WHEREAS: Management Plan Strategy 3.3.1 calls for the Delta Protection Commission (Commission) to partner with public agencies and private entities to increase and expand recreation and tourism in the Delta; and

WHEREAS: The NHA Advisory Committee charter provides that the Executive Director or their designee may convene special task groups comprised of committee members to support temporary or occasional activities; and

WHEREAS: On February 26, 2025, the National Heritage Area Advisory Committee discussed the need for an ad hoc task group to consider strategies to facilitate water tours in and around the Sacramento-San Joaquin Delta National Heritage Area (NHA); and

WHEREAS: the NHA Advisory Committee desires to establish a Water Tour Ad Hoc Task Group to work collaboratively with Commission staff in developing recommendations to the NHA Advisory Committee regarding strategies to increase water tours;

NOW, THEREFORE BE IT RESOLVED that the NHA Advisory Committee hereby creates a Water Tour Ad Hoc Task Group. The membership shall consist of three (3) members appointed by the NHA Advisory Committee. The task group shall provide any and all recommendations to the NHA Advisory Committee by August 2025. The task group shall naturally expire in August 2025.

PASSED AND ADOPTED, this 23rd day of April 2025.

AYES: [numeric count]

NOES: [numeric count]

ABSTAIN: [numeric count]

Dan Ray, Chair, NHA Advisory Committee

Attest: _____
Heather McClure, Clerk to the NHA Advisory
Committee

National Heritage Area Advisory Committee Meeting

April 23, 2025

AGENDA ITEM 7: Partnership and Passport Program Update

Prepared by: Blake Roberts, Program Manager

Presented by: Rachel Vanderwerff

Recommended Action: Receive Update on Partnership and Passport Program and Discuss Next Steps

Type of Action: Discussion

Background

The Sacramento-San Joaquin Delta National Heritage Area (NHA) Management Plan emphasized the importance of a partnership network for NHAs in implementing plan strategies:

All successful NHAs demonstrate a strong network of partners. Generally, the NHA local coordinating entity is positioned at the hub of this network, facilitating collaboration among organizations under a wide umbrella that encompasses various interests and missions. A healthy partnership network comprised of public and private entities enables a region to carry out the vision established through the management planning process, including the NHA's legislated mandates (p. 219).

A formal NHA partnership program provides a general framework for the Commission to work with governments, educational institutions, nonprofit organizations, and other interested parties on mutually beneficial projects, including those identified in the letters of commitments provided for the management plan. The program clarifies responsibilities and expectations for the Commission and partners and provides incentives for new partners to join through specific and exclusive benefits.

At their March 20, 2025, meeting, the Commission approved Memoranda of Understanding (MOUs) with Contra Costa County Library, Locke Foundation, RioVision, and Yolo County Library and delegated authority for future MOUs to the Executive Director. A template MOU is attached. The MOUs define guidelines and benefits that generally apply to partnerships and can be customized to the specific circumstances of each partnership through appendices and addenda. The list of partner benefits draws from management plan strategies in Chapter 4, which concerns partnerships. The MOU will be a living document that evolves as partnerships change.

The initial focus of the partnership program is launching our involvement in the Passport to Your National Parks program, a voluntary program in which most National Park Service (NPS) units and NHAs participate. Staff are working through MOUs with potential partners to secure passport cancellation locations where visitors can obtain stamps on their NPS passports. An appendix to the MOU specifically addresses the passport program. The agreements with the Contra Costa County Library, Locke Foundation, RioVision, and Yolo County Library enable the Commission to have passport cancellation stations in Antioch, Bay Point, Brentwood, Clarksburg, Crockett, Hercules, Locke, Martinez, Oakley, Pittsburg, Rio Vista, Rodeo, and West Sacramento.

Next Steps

Staff anticipate finalizing MOUs with additional partners, including Benicia Historical Society, California State Parks' Diablo Range District, City of West Sacramento, Contra Costa County Historical Society, East Bay Regional Park District, Friends of the 1883 Clarksburg Schoolhouse, and Sacramento Public Library, over the next few months. Other partners, such as John Muir National Historic Site and Port Chicago Naval Magazine National Memorial, may utilize their own template for agreements.

Recommended Action

Receive update on Partnership and Passport Programs and discuss next steps.

Sacramento-San Joaquin Delta National Heritage Area Partnership Program Memorandum of Understanding (MOU)

Introduction

This Memorandum of Understanding (MOU) is between the Delta Protection Commission (Commission), the local coordinating entity for the Sacramento-San Joaquin Delta National Heritage Area (NHA), and _____ (Partner). This MOU, which defines guidelines that generally apply to partnerships, is a living document that evolves as partnerships change and can be customized to the specific circumstances of each partnership through addenda.

Commission Duties

Management Plan Chapter 4 identified strategies to establish and support a network of partners to further the goals of the NHA. These strategies will be carried out according to the Management Plan's implementation plan. As part of implementing these strategies, the Commission shall:

1. Display the Partner's name and logo on the NHA website.
2. Allow the Partner to use the NHA logo, template, content, and branded items.
"Content" means text, photographs, drawings, illustrations, and any other media used to convey information related to the NHA for use in interpretation and communication.
3. Conduct partner gatherings.
4. Establish an NHA-related email listserv and/or communication platform for partners.
5. Provide training and collateral materials regarding the NHA to partners.
6. Promote training opportunities in interpretation, grants, resource stewardship, heritage tourism, promotion, community development, and organizational development.
7. Host an annual Delta Leadership Program class for partners.
8. Establish a grant program for partners that supports projects and programs that align with the NHA's goals.
9. Provide staff time and direct funding to carry out projects and programs that align with the NHA's goals.

10. Support educational programs.
11. Continue to hold the annual Delta Heritage Forum and provide reserved spaces for partners.
12. Act as a clearinghouse of information, such as a resource inventory, grant and funding opportunities, partner database, interpretive provider database, regional planning efforts, and online calendar of events and activities.
13. Conduct in-person and virtual visits and meetings with state agencies that service the NHA and local governments, community groups, and organizations in the NHA.
14. Provide partner seats on advisory task groups.
15. Distribute Delta Happenings and Delta Heritage Courier e-newsletters.
16. Manage and expand the NHA's web presence.
17. Prepare and implement the marketing plan to inform and engage partners.

Partner Duties

The Partner shall:

1. Commit to assist with Management Plan strategies identified in Attachment XX.
2. Provide a logo or photo and brief description of the organization to be used on the Commission website (optional). Images between 600 and 1200 pixels wide (PNG or JPG) may be emailed to submit@delta.ca.gov.
3. Only use Commission-approved logos, templates, content, and branded items in formal communications and interpretation performed to further the implementation of the NHA (e-mails, memoranda, and interagency communications are excluded from this requirement).
4. Participate in Commission and NHA meetings and events.
5. Complete a brief annual partner survey.
6. Comply with federal requirements regarding the NHA, including that activities performed by the partners in support of the NHA shall not directly or indirectly create any negative effect on the operations of the Central Valley Project, the State Water Project, or any water supply facilities within the Bay-Delta watershed (Public Law 116-9, Section 6001(a)(4)(C)).

Dispute Resolution

In the event of a disagreement between specific parties to this MOU, the first step to resolution shall be discussion between the Commission Executive Director and the signatory to the MOU on behalf of the partnership or their designee. If the dispute cannot be resolved via discussion, the second step may be referral to the National Heritage Area

Advisory Committee as an agenda item at the next appropriate meeting of the Committee. As necessary, the issue may be further elevated for discussion at the next regularly scheduled Commission meeting. If the issue remains unresolved, the partnership relationship may be dissolved by the unilateral decision of either the Commission or the Partner.

Term of the MOU, Attachments, and Addenda

This MOU is in force until it is rescinded or amended. Addenda may be added on a rolling basis as needed. The MOU, attachments, and addenda may each be amended separately.

Primary Contacts

Partner	Delta Protection Commission
Name:	Name: Blake Roberts
Title:	Title: Program Manager
Organization:	Street Address: 2101 Stone Blvd., Suite 200
Street Address:	City: West Sacramento
City:	State: CA
State:	Zip Code: 95691
Zip Code:	Email: blake.roberts@delta.ca.gov
Email:	Main Phone: (530) 650-6572
Main Phone:	Alternate Phone: (916) 375-4800
Alternate Phone:	

Partner

Location Address(es)
 Representative Signature
 Representative Name (please print)
 Representative Title (please print)
 Date

Commission Representative

Double-click on X to sign digitally

X

Dan Ray
 Executive Director

Appendix XX, Management Plan Strategies

_____ (Partner) commits to assist with the following Management Plan strategies:

...

DRAFT

Appendix XX, Sacramento-San Joaquin Delta National Heritage Area National Park Service Passport Program

Additional Terms, Conditions, and Content Applicable to This Partnership:

The national Passport to Your National Parks program is designed to serve as a log of the unique experiences that a visitor encounters as they visit national parks, landmarks, and heritage areas across the country. The cancellations record the National Park Service unit or National Heritage Area name, the community, and the date visited. The Sacramento-San Joaquin Delta National Heritage Area passport program allows visitors to collect cancellation stamps at participating sites while learning more about Delta culture and history.

This appendix to the Memorandum of Understanding (MOU) between the Delta Protection Commission (Commission), the local coordinating entity for the Sacramento-San Joaquin Delta National Heritage Area (NHA), and _____ (Partner) outlines the guidelines and responsibilities of each entity. These duties are in addition to the general duties and standards of the MOU. By signing this agreement, the parties agree to the terms of this appendix.

Commission Duties

1. The Commission shall provide training and collateral materials regarding the NHA to the Partner.
2. The Commission shall purchase and provide passport stampers, ink bottles, ink pads, and NHA and National Park Service collateral marketing materials to the Partner.
3. The Commission shall feature the Partner, including a logo or photo, in a passport program section on the Commission website. The passport sites will also be included on the America's National Parks website, the official website of the Passport to Your National Parks program.
4. The Commission shall check with the Partner a minimum of twice a year to see if operating hours have changed.

Selected sites for visits and passport stamping must be within the NHA boundaries, open and accessible to the public, and either connected to interpretive themes as described in the NHA Management Plan or serving as a visitor information center.

Partner Duties

1. The Partner and its sites will make the stamp display, including stamper, ink pad, NHA and National Park Service collateral marketing materials, and an optional supply of passport books, available during regular operating hours and in a prominent location for ease of access. Visitors will not be charged for accessing the passport stamper. Program participants can purchase passport books for resale through Eastern National, National Park Service's nonprofit partner if they wish.
2. The Partner shall provide a logo or photo and brief description of the organization to be used on the Commission website (optional). Images between 600 and 1200 pixels wide (PNG or JPG) may be emailed to submit@delta.ca.gov.
3. The Partners shall update the Commission if operating hours or any other pertinent facts about the partner need to be changed on the Commission website.
4. The Partner shall maintain the passport stamper (date updated, ink pad refilled, etc.) and notify the Commission as soon as possible when any Commission-provided supplies (stampers, ink pads, and collateral materials) are running low. A list of supplies provided to the partner is attached (to be attached).
5. The Partner shall ensure staff and volunteers are trained about the NHA and can share basic information about the NHA with passport program visitors.

Site Location(s)

...

Administrative Standards

Misuse of program supplies may be grounds for rescinding this appendix. See Dispute Resolution section in the MOU for guidance on this and other disputes.

National Heritage Area Advisory Committee Meeting

April 23, 2025

AGENDA ITEM 8: Discuss America 250/California 175/Anza 250 Commemoration and Consider Establishment of Ad Hoc Task Group

Prepared by: Blake Roberts, Program Manager

Presented by: Blake Roberts

Recommended Action: Discuss America 250/California 175/Anza 250 Commemoration and Establish Ad Hoc Task Group

Type of Action: Vote

Background

The U.S. Semiquincentennial Commission was established by Congress in 2016 to plan and orchestrate the 250th anniversary of the signing of the Declaration of Independence of the United States. America250 is a nonpartisan initiative working to engage every American in this commemoration. This multi-year effort, from now through July 4, 2026, is an opportunity to pause and reflect on our nation's past, honor the contributions of all Americans, and look ahead toward the future we want to create for the next generation and beyond.

America 250 also coincides with 175th anniversary of California statehood and 250th anniversary of the Juan Bautista de Anza expedition through Arizona and California. Governor Newsom and First Partner Siebel Newsom are launching a working group to coordinate activities throughout the state related to the [America 250 and California 175](#). National Park Service is leading efforts to commemorate [Anza 250](#).

Management Plan Strategy 1.2.1 calls for NHA promotion of Delta-wide themed special events such as America 250/California 175/Anza 250 to draw attention to the Delta and the NHA and develop relationships and cooperation between NHA partners. The plan calls for the Interpretive Planning Task Group to work on a unified marketing strategy, get the word out to different organizations, and assist in managing the events along with Commission staff. The following organizations committed to assist with this strategy: Asian Pacific Islander American Public Affairs Delta Chapter, City of Antioch, Delta Legacy Communities, East Bay Regional Parks District, Freeport Citizens Community, Friends of the 1883 Clarksburg Schoolhouse, Hood Community Council, Locke Prior Residents

Descendants and Ascendants Association, Willow Ballroom and Event Center, and Yolo County.

Next Steps

Although the Management Plan calls for the Interpretive Planning Task Group to manage Delta-wide themed special events, the multi-disciplinary nature of planning, coordination, and implementation of America 250/California 250/Anza 250 events and activities would necessitate an ad hoc committee.

Recommended Action

Discuss potential plans for America 250/California 175/Anza 250 and establish a Delta 250 Ad Hoc Task Group.

Resolution No. 25-02

**RESOLUTION OF THE NATIONAL HERITAGE AREA ADVISORY COMMITTEE
ESTABLISHING A DELTA 250 AD HOC TASK GROUP**

WHEREAS: The United States of America will commemorate the 250th anniversary of the Declaration of Independence in 2026; and

WHEREAS: The State of California will commemorate the 175th anniversary of statehood in 2025; and

WHEREAS: The 250th anniversary of the Juan Bautista de Anza Expedition will be commemorated in 2025 and 2026; and

WHEREAS: Management Plan Strategy 1.2.1 calls for the promotion of Delta-wide themed special events such as America 250, California 175, and Anza 250 to draw attention to the Sacramento-San Joaquin Delta and the National Heritage Area (NHA) and foster relationships and cooperation between NHA partners; and

WHEREAS: The NHA Advisory Committee charter provides that the Executive Director or their designee may convene special task groups comprised of committee members to support temporary or occasional activities; and

WHEREAS: the NHA Advisory Committee desires to establish a Delta 250 Ad Hoc Task Group dedicated to organizing and coordinating these events and activities within the Sacramento-San Joaquin Delta National Heritage Area to ensure a successful and memorable commemoration;

NOW, THEREFORE BE IT RESOLVED that the NHA Advisory Committee hereby creates a Delta 250 Ad Hoc Task Group, which will assist with planning, coordination, and implementation of events and activities within the Sacramento-San Joaquin Delta National Heritage Area in commemoration of the 250th anniversary of the United States of America

and Juan Bautista de Anza Expedition and 175th anniversary of California statehood. The membership shall consist of five (5) members appointed by the NHA Advisory Committee. The task group shall provide regular updates to the NHA Advisory Committee on its progress and activities. The Commission shall provide the necessary administrative support and resources to assist the task group in its functions. The task group shall naturally expire December 31, 2026, unless extended by further resolution by the NHA Advisory Committee.

PASSED AND ADOPTED, this 23rd day of April 2025.

AYES: [numeric count]

NOES: [numeric count]

ABSTAIN: [numeric count]

Dan Ray, Chair, NHA Advisory Committee

Attest: _____

Heather McClure, Clerk to the NHA Advisory Committee

National Heritage Area Advisory Committee Meeting

April 23, 2025

AGENDA ITEM 9: Discuss Next Steps for Delta Heritage Forum

Prepared by: Kira O'Donnell, Information Officer, and Blake Roberts, Program Manager

Presented by: Kira O'Donnell

Recommended Action: Discuss Potential Formats for Delta Heritage Forum

Type of Action: Discussion

Background

The Delta Heritage Forum is a free, full-day event that has been described as celebrating Delta stories, nurturing collaboration, and inspiring new thinking and initiatives in the Delta heritage community. The first event was held in 2018, prior to Congressional designation of the Sacramento-San Joaquin Delta National Heritage Area (NHA). The 2024 Forum was held on Friday, November 15, at the Antioch Historical Museum, with more than 80 participants. The schedule is attached for reference.

Current Approach

As staff launch our Tourism and Branding Marketing Plan this spring, we plan to use the upcoming Delta Heritage Forum as a powerful tool to communicate with, mobilize, and inspire NHA communities around the branding and marketing project. A Forum concentration on tourism and economic development will strengthen the NHA community and will help to provide a more positive and fulfilling experience for future Delta visitors.

A positive NHA visitor experience will rely upon communities that are prepared, well-informed, and able to express consistent messaging about the NHA. Therefore, the Forum will focus on educating stakeholders on the significance of the NHA designation, share examples of thriving NHA or similar programs in other communities, and provide tools to help Delta communities to be visitor-ready and to effectively promote themselves and the NHA.

Next Steps

After discussing the Forum with the NHA Advisory Committee in February, staff are considering potential formats. Our preferred Forum format is a **Themed Conference**, which maintains the one-day format but has a narrower theme that guides the selection of topics and can move our Tourism and Marketing initiative forward. This option can

maintain the broad audience of previous Forums while engaging them in the work of the NHA and developing partnerships.

Other Forum formats that have been suggested include:

- **Last Year's Configuration:** A one-day conference with panels, lightning talks, storytellers, and networking time aimed at a broad audience. While this format allows different groups to interact and discuss a range of topics, it provides limited opportunities to move NHA initiatives forward.
- **Targeted Events:** A series of half-day events focused on targeted audiences (such as business and tourism, educators, or historical societies and museums) that seeks to provide information addressing their specific needs and interests, with the goal of inspiring and educating them about the NHA and developing partnerships.

Recommended Action

Discuss potential formats for the Delta Heritage Forum.

Posting on social media today? Please tag @DeltaProtectionCommission (@CA_DPC on X) and use #DeltaHeritageForum.

Participating in the scavenger hunt? Please note that Sports Legends (downstairs) will be open *only* during the lunch break.

Graffiti table: Leave a signature, a clever heritage pun, or a memorable quote from the day at the graffiti table, which will be available starting at lunch.

Delta Heritage Forum Schedule

8:30 a.m.	Doors open/Networking/Breakfast	
9 a.m.	Welcome	<ul style="list-style-type: none"> • Diane Burgis, Chair, Delta Protection Commission • Blake Roberts, Sacramento-San Joaquin Delta National Heritage Area
9:15 a.m.	Excerpt from Beneath the Tangled Vines	
	<ul style="list-style-type: none"> • Storyteller: Dan Hanel, Author 	
9:25 a.m.	Leveraging Relationships with Partners to Get More Done: Many Delta organizations struggle to fulfill their missions due to limited help and budget. Learn from different types of organizations about how partnerships can effectively pool resources and skills to achieve mutual goals.	
	<ul style="list-style-type: none"> • Leigh Ann Davis, Contra Costa County Historical Society (moderator) • Rina Dimare, Clarksburg Winery Collective • Sean McCauley, Harvest Time Brentwood • Terry Selk, Visit Yolo 	
10:25 a.m.	Snack/museum browsing/bathroom break	
10:40 a.m.	Sandhill Cranes	
	<ul style="list-style-type: none"> • Storyteller: Bruce Towne, Writer 	
10:50 a.m.	Getting Youth Involved In, and Excited About, Heritage: Youth who love heritage develop a strong sense of identity, engage their families and friends in their passion, and make it a career or lifelong hobby. Parks professionals will examine how heritage programs can connect with youth and motivate them to learn more.	
	<ul style="list-style-type: none"> • Alice LLano, Delta Leadership Program Alumna (moderator) • Wyatt Moore, Big Break Regional Shoreline • Wendy Solis, John Muir National Historic Site 	

11:35 a.m.	Lunch - food, free socializing, scavenger hunt, graffiti table – old-fashioned, local rootbeer courtesy of River City
12:35 p.m.	Storyteller Diana Almendariz , Cultural Practitioner of Maidu/Wintun, Hupa/Yurok Traditions, Heritage and Experiences
1 p.m.	Short bathroom break
1:05 p.m.	<p>Using Public Art to Cultivate a Sense of Place: Public art transforms places and people by promoting active spaces, stimulating our imaginations, and contributing to a shared cultural heritage. Artists and arts supporters will discuss the role of public art and what to consider when developing a program.</p> <ul style="list-style-type: none"> • Neema Hekmat, Benicia Arts and Culture Commission (moderator) • Tom Surh, RioVision • Anna Szabados, City of Brentwood • Yoshio Taylor, Artist
2:05 p.m.	Snack/museum browsing/bathroom break
2:20 p.m.	Scavenger Hunt Answers Due!
2:20 p.m.	<p>Charmian and Jack London’s Travels Through the Delta</p> <ul style="list-style-type: none"> • Storyteller: Delta Mello, Sacramento History Museum
2:30 p.m.	<p>Lightning Talks</p> <ul style="list-style-type: none"> • Leigh Ann Davis: County Rancho Project • Bob Benedetti: Introducing Fine Arts of the Delta • Carol Jensen: Prohibition and Bootlegging in the Delta
3:15 p.m.	<p>Scavenger Hunt Results</p> <ul style="list-style-type: none"> • Holly Heyser, Delta Protection Commission
3:20 p.m.	Happy Hour – wine courtesy of the Clarksburg Winery Collective
4:20 p.m.	Delta Heritage Forum Concludes