



PUBLIC NOTICE AND MEETING AGENDA National Heritage Area Advisory Committee

Wednesday, October 29, 2025, 1 p.m.
Big Break Visitor Center
69 Big Break Road Oakley, CA

Agenda

1. Call to Order – Amanda Bohl, NHA Advisory Committee Chair
2. Welcome and Roll Call — Introductions with a Special Welcome to the New Executive Director
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 August 20, 2025, Meeting Minutes
5. Update on NHA Activities – Blake Roberts and Kira O'Donnell ([p. 3](#))
6. Tourism Branding and Marketing Plan – Maggie Giordanengo, Meghan Leno, and Ash Rodseth of Honey Agency, Inc.
7. Membership of Tourism and Marketing Plan-Related Advisory Task Groups – Amanda Bohl ([p. 6](#))
8. Recognition of Past Committee Members – Blake Roberts
9. Report on Delta 250 Ad Hoc Task Group – Task Group
10. Report on Water Tour Ad Hoc Task Group – Task Group
11. Partnership and Passport Program Update – Blake Roberts ([p. 7](#))

12. 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 October 28, 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 Amanda Bohl | 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 | **Desmond Mackell**, Suisun Resource Conservation District. Other public agency representatives may also participate as ex-officio members.

ALTERNATE MEMBERS:

Douglas Hsia | Janet Lake | Gia Moreno | Jennifer Chapman | LeighAnn Davis

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AGENDA ITEM 5: Update on NHA Activities

Prepared by: Blake Roberts, Program Manager

Presented by: Blake Roberts and Kira O'Donnell

Recommended Action: Receive Update on NHA Activities

Type of Action: Receive

Alliance of National Heritage Areas (ANHA)

NHA Information Officer Kira O'Donnell attended the Fall 2025 ANHA meeting at Northern Plains National Heritage Area in central North Dakota the week of September 29.

VisitCADelta Website

Following up on the suggestion of Committee members, staff and a student assistant are building an event calendar on this website that will depict, in chronological list and calendar format, upcoming community events in the Delta. It will be accessible from the homepage of VisitCADelta.com.

Staff are keeping the calendar simple at this stage to ensure it can be sustained while the DPC is short-staffed. The events will be the same as those shown in the *Delta Happenings* and *Delta Heritage Courier* events sections, which is all the events staff can find during routine surveys of news outlets and Facebook groups, as well as events emailed to the DPC. The calendar will include a link to a form for submitting events for listing.

Once the calendar is live, staff will promote it through newsletters and social media to raise awareness and encourage submissions.

Delta Reading List

Inspired by the NHA's partnership with county libraries and under the direction of former Interim Executive Director Dan Ray, staff created a Delta Reading List that debuted during Delta Week in September. The master list is one of the NHA web pages on the Delta Protection Commission website: delta.ca.gov/nha/reading-list. But partner libraries are encouraged to curate individual reading lists of works in their collections for display with Delta NHA Passport Program stamping stations.

The list has three categories: fiction, nonfiction, and the Images of America series, which is so voluminous it merited its own category. The list of titles is sortable and searchable, and each title links to a more detailed description of the work.

NHA Outreach

Commission staff and Committee members participated in the following outreach efforts:

- **Sacramento Historical Society Presentation:** Blake Roberts spoke about the Delta and NHA on September 23 in Sacramento.
- **California Native American Day:** Committee member Karen Buhr and Blake Roberts helped staff a booth for the three Delta state agencies on California Native American Day (September 26) held on the steps of the State Capitol Building.
- **American Planning Association California Chapter (APACA) Conference:** Blake was the moderator and panelist for an APACA Conference session entitled “More to the Story: Comprehensive Strategies for Cultural Heritage Planning” on September 30 in Monterey.
- **San Joaquin County Historical Society and Museum Docent Council:** Blake Roberts spoke about the NHA to the Docent Council on October 13.
- **Sacramento Valley Section American Planning Association (SVSAPA) Awards Ceremony:** The Commission received an Award of Excellence in Planning Excellence for the NHA Management Plan on October 15 in West Sacramento.

Delta Happenings and Delta Heritage Courier Newsletters

Commission staff released the September/October Delta Heritage Courier on September 4 and have included heritage-related material for the biweekly Delta Happenings newsletter. The deadlines for material for Courier issues for the remainder of 2025 and for 2026 are:

- **November/December 2025:** Deadline is Friday, November 7, with a scheduled release date of Thursday, November 13.
- **January/February 2026:** Deadline is Wednesday, December 31, with a scheduled release date of Thursday, January 8.
- **March/April 2026:** Deadline is Wednesday, February 25, with a scheduled release date of Thursday, March 5.
- **May/June 2026:** Deadline is Wednesday, May 6, with a scheduled release date of Thursday, May 14.
- **July/August 2026:** Deadline is Wednesday, July 1, with a scheduled release date of Thursday, July 9.
- **September/October 2026:** Deadline is Wednesday, August 26, with a scheduled release date of Thursday, September 3.

- **November/December 2026:** Deadline is Wednesday, November 4, with a scheduled release date of Thursday, November 12.

Staffing Augmentation

Approval of two positions for the NHA, which would make the limited term NHA information officer position permanent, is postponed until Federal funding is confirmed for Federal Fiscal Year 2026.

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AGENDA ITEM 7: Membership of Tourism Branding and Marketing Plan-Related Advisory Task Groups

Prepared by: Blake Roberts, Program Manager

Presented by: Amanda Bohl

Recommended Action: Discuss Membership of Communications & Marketing and Heritage Development & Tourism Advisory Task Groups

Type of Action: Discussion

Background

The [Sacramento-San Joaquin Delta National Heritage Area Charter \(PDF\)](#) includes a provision for five standing advisory task groups on communications and marketing, cultural and historical resources, heritage development and tourism, interpretive planning, and natural resources. The Charter states that the Commission's Executive Director or their designee will consult with the Committee on selection of advisory task group members. No more than five voting Committee members can serve on a single advisory task group. Any remaining members of the task group will be comprised of ex officio members, subject matter experts, and stakeholders.

The standing task groups have not been formed yet because most Management Plan implementation activities to date have required feedback from the full Committee. The development of the Tourism Branding and Marketing Plan provides an opportunity to engage task groups in providing feedback on plan components. The two most relevant task groups for the Tourism Branding and Marketing Plan are (1) Communications & Marketing and (2) Heritage Development & Tourism, which can hold joint meetings on the plan.

Recommended Action

Discuss membership of Communications & Marketing and Heritage Development & Tourism Advisory Task Groups.

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AGENDA ITEM 11: Partnership and Passport Program Update

Prepared by: Blake Roberts, Program Manager

Presented by: Blake Roberts

Recommended Action: Receive Update on Partnership and Passport Program

Type of Action: Discussion

Partnership Program

The Commission created a formal NHA partnership program to provide a general framework for the Commission to work with governments, educational institutions, nonprofit organizations, and other interested parties on mutually beneficial projects. The program clarifies responsibilities and expectations for the Commission and partners and provides incentives for new partners to join through specific and exclusive benefits.

The Commission's primary method of establishing these partnerships is Memoranda of Understanding (MOUs). On March 20, the Commission delegated authority to the Executive Director to sign future MOUs based on a template. These agreements 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 MOU will be a living document that evolves as partnerships change.

The Commission website has a [page for the partnership program](#), which includes a fillable form for prospective partners, and a list of all partners on the [main NHA webpage](#). The Commission currently has approved agreements with 16 partners:

- California Delta Chambers and Visitors Bureau
- California State Parks, Diablo Range District
- City of West Sacramento
- Clarksburg Schoolhouse
- Contra Costa County Historical Society
- Contra Costa County Library
- Crockett Chamber of Commerce
- Crockett Museum
- Dutra Museum of Dredging
- East Bay Regional Park District

- Locke Foundation
- National Park Service
- RioVision
- Sacramento Public Library
- Solano County Library
- Yolo County Library

Passport Program

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. Approved partners can house passport cancellation locations where visitors can obtain stamps on their NPS passports. An appendix to the MOU specifically addresses the passport program.

As of this writing, approved partnership agreements enable the Commission to have 28 passport cancellation stations:

1. Antioch Library
2. Arthur F. Turner West Sacramento Library
3. Bay Point Library
4. Benicia Capitol State Historic Park
5. Big Break Regional Shoreline, Oakley
6. Brentwood Library
7. Clarksburg Library
8. Clarksburg Schoolhouse
9. Contra Costa County History Center, Martinez
10. Crockett Chamber of Commerce Visitor Center (expected to open in November)
11. Crockett Library
12. Crockett Museum
13. Dutra Museum of Dredging, Rio Vista
14. Hercules Library
15. Isleton Library
16. John Muir National Historic Site, Martinez
17. Locke Boarding House Museum
18. Martinez Library
19. Nonie Wetzel Courtland Library
20. Oakley Library
21. Pittsburg Library

22. Port Chicago Naval Magazine National Memorial, Concord (stamper housed at John Muir National Historic Site)
23. RioVision Gallery, Rio Vista
24. Rio Vista Library
25. Rodeo Library
26. Vallejo John F. Kennedy Library
27. Walnut Grove Library
28. West Sacramento Community Center/History Gallery

Next Steps

Commission staff are continuing to conduct outreach to potential partners and anticipate finalizing MOUs with additional partners, including those that would participate in the passport program. We are seeking partners in communities that do not have passport sites – Bethel Island, Byron, Discovery Bay, Freeport, Hood, Knightsen, Mountain View, Port Costa, Ryde, and Terminous.

The Commission website has a [passport program page](#) that announces that the program will be launching soon. We anticipate receipt of stamping supplies from Eastern National, National Park Service’s nonprofit partner, in the next few weeks. Staff have produced passport stations that include stamping supplies and [NHA fact sheets \(PDF\)](#), and provide QR codes to the [NHA webpage](#), [VisitCAdelta website](#), [Delta Reading List](#), and [Passport to Your National Parks program website](#).

Staff are training passport program partners and will deliver passport stations and supplies prior to launch. At launch, the current webpage will be replaced with a new page that includes a map of passport locations and nearby attractions.

Recommended Action

Receive update on partnership and passport programs.