

**WASHINGTON COUNTY HISTORICAL SOCIETY**  
**Executive Committee Meeting – Approved Minutes**  
**PIONEER COURTHOUSE**  
**10-26-2022**  
**10:00 am**

Attended: George Cannon, Keith Cannon, Sidney Creer, Susan Crook, Jesse Stocking, Jeanine Vander Bruggen, Loren Webb, Richard Kohler

1. Welcome - Loren Webb
2. Minutes from 9-28-2022–Jeanine Vander Bruggen

Minor spelling corrections

Motion by Sidney Creer

2<sup>nd</sup> by Keith Cannon

Approved Unanimously

3. October 2022 Financial Report – Susan Crook

Motion by Jesse Stocking

2<sup>nd</sup> by Keith Cannon

Approved Unanimously

Comments made by Jeanine Vander Bruggen that \$937.50 needs to be transferred from Main Checking Account to Courthouse Checking to cover balance of cost of three videos by Cliff Bandringa. A \$1062.50 balance remains in Washington County RAP tax award. Final report is due on November 18, 2022. Balance to be paid to Susannah Nilsson for the video made to tell the story of Isaac Covington's paintings.

Two grants are pending: \$7500 from Sorenson Foundation; \$2500 from Washington County RAP

#### Business

1. Report on Jane Whalen award by Susan Crook. WCHS paid the cost of the video created by Melissa Anderson. Luncheon was held, volunteers told stories of persons getting award, and other storytelling was offered by Ken Anderson. The event was held on 10-22-2022 by Community Stewardship Award – Southwest Conservancy.
2. Update on organizational structure interviews/proposal – No report; Joel Deceuster unable to attend. A full report is scheduled for November 2, 2022. Committee requested to make plans to stay after the meeting to discuss proposal and develop strategic plan.
3. Plans for WCHS Annual Meeting January 25, 2023- Jeanine Vander Bruggen presented a list of items to be considered in preparation for the Annual Board Meeting scheduled for January 25, 2023, with a list of available dates in November, December and January to prepare. The list of items is attached.

A lengthy discussion ensued seeking agreement on the necessary items required and dates to meet. The dates are listed below.

4. Update on Pioneer Courthouse Volunteers – No report given
5. Update on Activities at Courthouse – No report given
6. WCHS Website Proposal Update – Meeting – 10-19-2022  
Notes from meeting have been distributed to Board Members. Decisions will be made as part of the upcoming Strategic Planning meetings. The notes and recommendations from George Cannon are included below.
7. WCHS Logo Update – To be included in upcoming Strategic Planning meetings.
8. Update on Pioneer Courthouse Foundation – No report given
9. Attendance Report - September
10. Update on Interfaith Oral Histories – Loren Webb reported that 4 oral histories were conducted on September 29, October 13, October 18, and October 20. Loren stated he is hoping to schedule Peggy Childs before the end of the year. Jesse Stocking said he has left a message for Peggy Childs asking for the interview and is waiting to hear back from her.
11. Update on Washington County School District on History of Washington County, Utah presentations  
Additional contacts have been made with school representatives, but no presentations have been scheduled.
12. Compilation of 5<sup>th</sup> District judges in Washington County – Loren Webb has sent Jeanine Vander Bruggen information prepared by him and Sharlene Pickett to use to create a display of the 5<sup>th</sup> District Judges in Washington County for the Pioneer Courthouse. The display request will be considered along with other pending projects.
13. Update on data published on WCHS website on 5<sup>th</sup>-6<sup>th</sup> Ward Chapel on connection with city request for more information in connection with its plans for conversion to fire station. David Cordero needs photos to document conversion from chapel to fire station. In response to this request, WCHS webmaster George Cannon added several photos to the 5<sup>th</sup>-6<sup>th</sup> Ward Chapel portion of the Society's website.
14. Sidney Creer submitted a list of 20 attendees at the 10-15-2022 Leeds Field Trip.

#### Next Meetings:

- 11-2-2022 – Organization Presentation
- 11-9-2022 – Strategic Planning
- 11-16-2022 – Strategic Planning
- 11-30-2022 – WCHS Executive Board Meeting
- 1-4-2023 – WCHS Executive Board Meeting
- 1-11-2023 – WCHS Executive Board Meeting
- 1-18-WCHS Executive Board Meeting
- 1-25-2023 – WCHS Annual Board Meeting

## Annual Board Meeting 1-25-2023

- Annual Reports
- Financial Reports
  - Year-end
  - Proposed Budget
- Proposed Organization
  - Election of Officers
  - Board Members
  - Officers
- Strategic Plan
- Calendar of Events
- Proposed Projects

See Below for Notes and Suggestions from 10-19-2022 Meeting (pages 3-7):

### **WASHINGTON COUNTY HISTORICAL SOCIETY Combined Executive and Committee Meeting - Draft Minutes**

Pioneer Courthouse

10-19-22

10 a.m.

Attended: George Cannon, Keith Cannon, Sidney Creer, Joel Deceuster, Richard Kohler and Loren Webb.

Welcome - Loren Webb

Business

1. WCHS Website Proposal update and discussion.

Loren Webb gave a brief summary of the two proposals submitted for the redesign of a website combining both the Pioneer Courthouse website and the WCHS website (excluding the data base). George Cannon said instead of the term “database” we should be using the term “Library” which is more reflective of what we are really building.

The two proposals included one proposal submitted by Austin Pickett of Dixie Tech; and another submitted by Michael Gburski of JadeFire Development of Santa Clara, Utah.

WCHS consultant Joel Deceuster said the request (from JadeFire) for proposal did not include branding. However, he said Austin Pickett’s proposal did provide a branding proposal. He also noted that Pickett’s proposal price was much lower than JadeFire Development because Pickett would do all the work directly. He noted that JadeFire’s luxury price items

included everything that WCHS asked for, but that the midsize and economy prices submitted by JadeFire cut back on many of the services desired by the WCHS.

George Cannon felt the WCHS is not ready to move forward with approving either of the website proposals. George believes evolution of the website should be in incremental steps where each step is carefully thought out before implementing it and is reviewed after implementation to be sure it accomplished what was intended and that it moves us toward our stated long-term goals. He felt the first step needed is to come up with an overall strategic plan for the WCHS, then look at branding. A second major step needed is to update the landing page. George said he has a prototype landing page that is a "proof of concept" that the existing WCHS website and the Pioneer Courthouse type of website can coexist under the current URL, [wchsutah.org](http://wchsutah.org). It also has George's view of some of the functions that should be included in a landing page, and it is "mobile friendly", unlike the rest of the website. It definitely needs to be more attractive and could have other features added.

Keith Cannon noted that "i80gold" is a great website and is constantly being updated, and it could be used as a possible landing page template as well. <https://www.i80gold.com/>

Richard Kohler said the website for Rancho Santa Fe (Calif.) is another excellent example of a landing page that could serve as a possible template for the WCHS website. The website address is: <https://www.ranchosantafehistoricalsociety.org/>

He feels the current WCHS website home page is misleading because it didn't take him to the website subject locations he was wanting.

George Cannon said we should look at different landing pages and select the features that we want in our landing page.

It would take some technical expertise, but we should prototype different landing pages until we have one that we really like.

Loren asked if George could put his recommendations in writing for what he feels needs to be done prior to approving any of the proposals. George said he would do that and submit them prior to Nov. 2 when Joel Deceuster makes his recommendations to the WCHS on the future of WCHS.

2. Sidney Creer reported 20 persons attended the WCHS-sponsored Leeds field trip on Oct. 15.

Next Meeting: Executive Committee meeting, Oct. 26, 10 a.m. at the Pioneer Courthouse

**Subject: My suggestions of tasks to advance us toward our next generation website From: George R Cannon Jr To: Joel Deceuster Cc: Loren Webb Richard Kohler Keith Cannon Sidney Creer Wed, Oct 19, 2022, at 9:31 PM**

Hi Joel,

I think everyone agrees it is time for our website to take a big step in its evolution. I don't think starting over with a new website and letting the old one wither away and die is an

acceptable idea. It is fun to start something from scratch where there are no constraints or old baggage to deal with. But our old baggage is a valuable historical asset that should be leveraged into something of even greater worth.

A few years after I retired, I got interested in the history of this area. People were always talking about amazing tales of the past, but as soon as they finished speaking, that information was gone into the ether (with maybe a little sticking in some people's memories). So, when I had an opportunity to visit a WCHS public board meeting, I suggested they should create a website to capture those histories so they would be permanently available to everyone. I guess I shouldn't have been surprised when they said, "Great idea. Go do it."

I protested that while I had many years of software development and management experience, I knew almost nothing about websites. Their response: "You'll figure it out." So, I decided to give it a try. Two things were immediately clear to me. (1) I would need to rely on the process of evolution to let things grow as I learned more and as more opportunities arose. (2) It would be important to develop to a point where no one would be willing to let the resulting product die. The website grew and got better as new ideas and more data came along. But the current website also has scars resulting from that evolutionary process. While we are now in a position to make a significant step forward, having some experience under our belts and with newly available money and technical experts, it would be a bit presumptuous of us to believe that now we can see everything in our future. I still believe in the power of evolution, taking appropriate size steps forward and being prepared to deal with new conditions as they arise. Looking forward here are some discrete steps that I think should be taken.

## **STRATEGIC PLAN**

If you don't know where you want to go, any path will do. So, I think our highest priority should be the development of a strategic plan to outline what we want to be and where we want to go for as far out as we can visualize. While we can't know everything that might affect the future, having that plan will give some level of direction and stability to our actions. We certainly don't want to take a major change in direction with every annual change in administration.

I think you are on the right track, interviewing many of the stakeholders and synthesizing all of those diverse ideas into a cohesive plan. I wouldn't expect the first version of that to be the final word. There should be some amount of iteration. The best measure of success will be if most stakeholders look at the resulting plan and say, "Wow. Why didn't I think of that. It is so obvious."

## **BRANDING AND LOGO**

Once we have a strategic plan, we should work on branding and a logo to support the strategic direction. That is a subject I know little about, but I'm sure you and some others do. Early on, I selected an image of the Pioneer Courthouse as a logo (after rejecting some more professionally done ones that just didn't work for me). It was far from a perfect choice, but worked, especially in light of later events. I also selected a blue color for a background that also is far from perfect. But it did serve the function of making our business cards, postcards, and webpages recognizable as ours.

Most people who have had any contact with us recognized those colored things as being Washington County Historical Society items. We have handed out thousands of those WCHS business cards and when I now do, I often get the comment even before they look at the text, "Oh, I have been on your website."

As with the strategic plan, the branding and especially the logo should go through many iterations until most agree, "This is it." Some factors to consider: - Establish standard colors, fonts, and formats. - The logo should be adaptable to different aspect ratios. - It would be nice if it could be used on light or dark backgrounds. - It should have meaning, but not be very complicated. - We might want to use some form of it on business cards, stationary, webpages, advertising, and maybe even products like mugs or t-shirts.

## **LANDING PAGE ON THE WEBSITE**

The landing page is the first webpage you see when you go to <http://wchsutah.org>. It should be beautiful and flashy enough to catch your eye, but simple enough to be understood in a glance. It should have ways to easily find the area of the website that would be of interest. The website currently has a prototype landing page that is not pretty, but has links to the major areas of the website: - The administrative & promotional website (when it is developed) - The history library - The calendar of current historical events in the county - The WCHS Facebook page - The Pioneer Courthouse website.

There are also sub-landing pages for Partner Societies and Museums. Pulldown menu(s) could be used for links to more specific areas, such as a subset of the ones on the left edge of the library webpages. All ideas should be considered until a consensus is reached. The good news is that only one or a very small number of webpages are involved, so it should not be too difficult to upgrade when improvements are found (at least until the website is ready to become stable and conform to branding requirements). We should start by collecting samples of webpages that we really like.

When we are ready to try an upgrade, I will need the help of a professional who understands the code and can implement what we have decided to try. In the case of the current prototype landing page(s), I didn't know if we could have different format websites under the single top-level URL. So, the first step was to prove that indeed we could. The second step was to come up with a sample landing page that would provide entry to a number of different webpages. Then the final step was to make it "mobile friendly" so that it would adapt itself to screens with a wide range of dimensions. It took us about a day or a little more with me saying what I wanted to see and my grandson, who is a computer whiz, making it happen.

## **PROTOTYPE ADMINISTRATIVE & PROMOTIONAL WEBSITE**

While it is too early to specify all the things we want (and don't want) in our administrative & promotional website, we need something for people to go to when they enter our landing page. We also need a place to try out ideas to see what works and what we like as we figure out what to ask for in our next generation website. I think it makes sense to have a small and relatively cheap WordPress website where nothing is set in concrete, and we know most things will probably change as we get consensus on what should be included in that next generation website, including meeting branding requirements. I have found in a number of programs I have worked on that being able to see and feel what things will look like and how they will operate, including variations, helps to reach good conclusions faster.

Seeing things on a screen is much more helpful than reading or listening to a description. In the case of the library website, I really need to see what can and can't be done in WordPress. If we found that we could perform all the functions that we would like to, then it would just be a matter of time and money to make the translations. And we might even be able to find a way to do it in an evolutionary process over time